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BROADCASTING

TELECASTING

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~~TECHNOLOGY~~ DEPARTMENT

The man who came to dinner

—and stayed for nineteen years

NINETEEN YEARS AGO — about eight years after we first began pushing sound out of this station — a not very enthusiastic young man came to dinner at our place.

Put his product on the air? Pi e good money into ozone? Buy something he coulen't SEE—FEEL — COUNT the pages of? Well — he would! And he did! And he's used WOR for 19 years from the day he first strolled in.

Today the story of his success is one of the brilliant group of more than 100 success stories we've talked so much about. Flanking it is the story of a maker of bread who's also used WOR for 19 years.

Presently a considerable number of smart people came to stay with us. Eight of them have profitably used WOR for 17 years. Another man has had us coast his entertainment into the homes of hundreds of thousands of people in 430 counties in 18 states for 16 years—two others for 9 years—twenty, or more, for 6 years.

The only reason why WOR is here to tell this story is the same reason why these advertisers are still with the station: WOR sells everything—fast—at low cost—to more people—more often—than any other station in the United States.

our address is 1440 Broadway, in New York **WOR**

XUM

Again in 1950 WLS

WILL LEAD IN SERVICE

TO THE 15 MILLION PEOPLE OF CHICAGO AND MIDWEST AMERICA

CLEAR CHANNEL
Home of the NATIONAL Barn Dance

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

WNAC Boston

and its YANKEE NETWORK Stations (28)

from Bangor to Bridgeport have an

IDENTIFIABLE PROGRAM PLAN

designed for one minute announcements (live or transcribed)

★ ★ ★

The plan is built around these MGM programs:

"Good News from Hollywood"
with George Murphy
Tuesday, Thursday, Saturday 11:00 - 11:15 AM

"Hollywood U.S.A."
with Paula Stone
Monday thru Friday 4:00 - 4:15 PM

"At Home with Lionel Barrymore"
Monday, Wednesday, Friday 11:00 - 11:15 AM

"Maisie"
with Anne Sothern
Sunday 3:00 - 3:30 PM

"M.G.M. Theatre of the Air"
John Garfield — Deborah Kerr
Van Heflin — Charles Laughton
Sunday 9:30 - 10:30 PM

"Dr. Kildare"
Lew Ayres & Lionel Barrymore
Wednesday 8:00 - 8:30 PM

"Judge Hardy's Family"
with Mickey Rooney & Lewis Stone
Thursday 8:00 - 8:30 PM

"Crime Does Not Pay"
Tuesday 8:00 - 8:30 PM

Learn how you can get "sponsor identification" for your advertising messages in programs (day and night) that get concentrated listening.

It's a simple, old fashioned radio advertising story designed to deliver product sales for the advertiser.

Ask your Petry Man for the Plan

Or call Yankee at Boston, COmmonwealth 6-0800

★ ★ ★

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

THERE MAY BE one or more practical broadcasters on new delegation to grapple with NARBA problem when sessions of recessed Montreal Conference are resumed in U. S. (probably Washington) next April. State Dept. understood considering recommendation to President Truman, in light of heat engendered at Montreal wherein Cuba demanded assignments on AM channels which would have all but wrecked service of some clear and regional stations.

FCC's RENEWAL of Don Lee-owned station licenses (in practical effect "proposed" decision is final because there are no other parties) does more than settle that issue, even though FCC didn't so announce. Gleaned from concurring opinion of Comr. Robert F. Jones is obvious conclusion that FCC tacitly has decided to drop charges against NBC, CBS and ABC involving network regulations, since Comr. Jones' opinion is premised upon his unwillingness to rap regional Don Lee when major networks were not taken to task (see page 23).

CONVERSATIONS between NBC and G. Bennett Larson, vice president and television director of WCAU-*Philadelphia Bulletin*, presumably looking toward appointment as TV program director of NBC, were terminated last week. It's expected, however, that Mr. Larson, erstwhile crack network producer and standout TV executive, shortly will become managing head of important independent TV station in East.

SECOND MEETING of Eric Johnston's high level movie industry committee with Justin Miller's NAB radio committee, tentatively slated in Los Angeles following NAB board meeting in Phoenix Feb. 8-10. Movjedom's interest concerns not only censorship, but also fate of exhibitors as TV licensees in view of anti-trust decree affecting producer-ownership of exhibition houses. Also awaiting FCC decision is plea of motion picture industry for allocation of specific bands for large-screen TV relays.

AND HINGING upon FCC's ultimate determination of qualifications of motion picture people in TV will be degree to which producers will seek to participate in network-station ownership and operations, with eye inevitably toward TV and its effect upon box-office. 20th Century-Fox overtures toward ABC last year, now dormant, and conversations looking toward program-operating tieup of Loew's Inc. (M-G-M) with Mutual, likewise cooled off, are cases in point.

STANDARD BRANDS, New York (Royal Pudding), through agency, Ted Bates, New York, to expand present spot schedule in number of markets. Spots placed on 52-week basis, starting early in January.

LOOKS LIKE Harry Stone and Jack Stapp, general manager and program director, re-

(Continued on page 70)

Upcoming

Jan. 12: Federal Communications Bar Assn. dinner honoring FCC, Mayflower Hotel, Washington.

Jan. 12-13: Liquor Advertising hearing, Senate Interstate & Foreign Commerce Committee, Washington.

Jan. 15-17: Mid-winter conference of Advertising Assn. of the West, Hotel Sainte Claire, San Jose, Calif.

Jan. 17-18: Georgia Assn. of Broadcasters, Hotel Dempsey, Macon.

(Other Upcomings on page 53)

Bulletins

FORD DEALERS of America will sponsor precedent-setting array of 21 network programs on CBS and MBS, costing approximately million dollars, for two-week period Jan. 4-17 to introduce 1950 Ford cars. Programs are in addition to its spot announcement campaign on 400 stations.

MBS Friday estimated its total gross billings for 1949 would be $18,071,695. According to Publishers Information Bureau figures, network's gross in 1948 was $22,728,802. Biggest single sponsor on Mutual in 1949 was Miles Labs., which spent $1,316,129. Top billing agency on network was Cecil & Presbrey with $1,872,202.

LEVER TO EXPAND BUDGET, SAYS LUCKMAN

LEVER BROTHERS 1950 advertising plans include increased television appropriations, Charles Luckman, president, said Friday in New York, but none of it will be taken from radio.

Company negotiating with Ilka Chase and CBS-TV for quarter-hour TV show to start Feb. 1, Thursday, 9:30-45 p.m. for its Harriet Hubbard Ayer line, Mr. Luckman revealed.

He said company plans to spend more advertising money for its Surf than for any other product in its history.

Surf will take over sponsorship of Bob Hope show in markets where it has distribution.

In discussing move of firm from Cambridge to New York, Mr. Luckman said one advantage was ability to establish central television department for parent company and its integrated divisions.

CITIES SERVICE RENEWS

CITIES SERVICE Co. has renewed its NBC radio program, *Bands of America*, for another year effective Jan. 23, while dropping TV version on NBC effective with Jan. 9 telecast. Company plans video film spot campaign in selected markets while waiting for "wider distribution of TV stations and home receivers in Cities Service marketing areas." Firm's statement said "results of the network TV test exceeded expectations."

Business Briefly

BLOCK BUYS ● Block Drug Co., Jersey City, Jan. 2 starts heavy spot radio drive for Minipoo dry shampoo in markets throughout nation. Special live spots used in addition to ET's in New York to show advantages of Minipoo during water shortage. Agency, Joseph Katz Co., New York.

NAMED BY WRFD ● Taylor-Borroff Co. named as national representative by WRFD Worthington, Ohio, effective Jan. 2. Station is 5 kw daytime AM outlet on 880 kc. James R. Moore is general manager, Edgar Parsons station manager and Robert Burns national sales manager.

MIDWEST SCHEDULE ● Lehon Co., Chicago (Mulehide roofing) in February starts schedule of quarter-hour recorded musical shows in 12 midwest markets, 26-week minimum, and will renew quarter-hour live show on WLS Chicago. Agency, Schwimmer & Scott, Chicago.

REGIONAL PROJECT ● Hanford Hotel, Mason City, Ia., names Schoenfeld, Huber & Green, Chicago, to handle advertising. Regional radio expected to be used.

AM, TV PLANNED ● Adams Corp., Beloit, Wis. (Korn Kurls), which recently named Earl Ludgin Agency, Chicago, to handle its account, expects to buy radio and TV this year. Details not set. Montgomery McKinney is account executive.

TEST CAMPAIGNS ● Venice Maid Co., Vineland, N. J. (food), names Schoenfeld, Huber & Green Agency, Chicago, to direct advertising. Test radio and TV campaign to be started this month in Buffalo.

CUNNINGHAM & WALSH ELECTS NEW OFFICERS

CUNNINGHAM & WALSH, New York, formerly known as Newell-Emmett Co., last week elected following officers: Fred H. Walsh, president; John P. Cunningham, executive vice president; Earl H. Ellis, George S. Fowler, G. Everett Hoyt, Robert R. Newell, and William Reydel, vice presidents; Richard L. Strobridge, secretary.

In new organization, Newman McEvoy will continue as director of media. Present Cunningham & Walsh radio and TV clients include: Liggett & Myers Tobacco Co.; Western Electric Co.; Sunshine Biscuits; American Telephone & Telegraph Co.; Kirkman & Son; Southern Railway System; American Lead Pencil Co.; Decca Records Inc.; Northwest Airlines; Wheeling Steel Corp.; E. R. Squibb & Sons.

AVERY-KNODEL NAMED

AVERY-KNODEL Inc. appointed national representative for WROL Knoxville, Tenn. Harry E. Cummings, of Jacksonville, Fla., will continue to represent WROL in Southeast.

XUM

LEFT, HADLEY; RIGHT, FLETCHER

double play: PITCHER TO FIRST BASE

Here's *real* news for an advertiser looking for a big sports audience in New England!

"Elbie" Fletcher, Boston Braves' first-sacker, has joined "Bump" Hadley, erstwhile Yankee moundsman and veteran air-waves luminary, to give the WBZ sports department a *double attraction.*

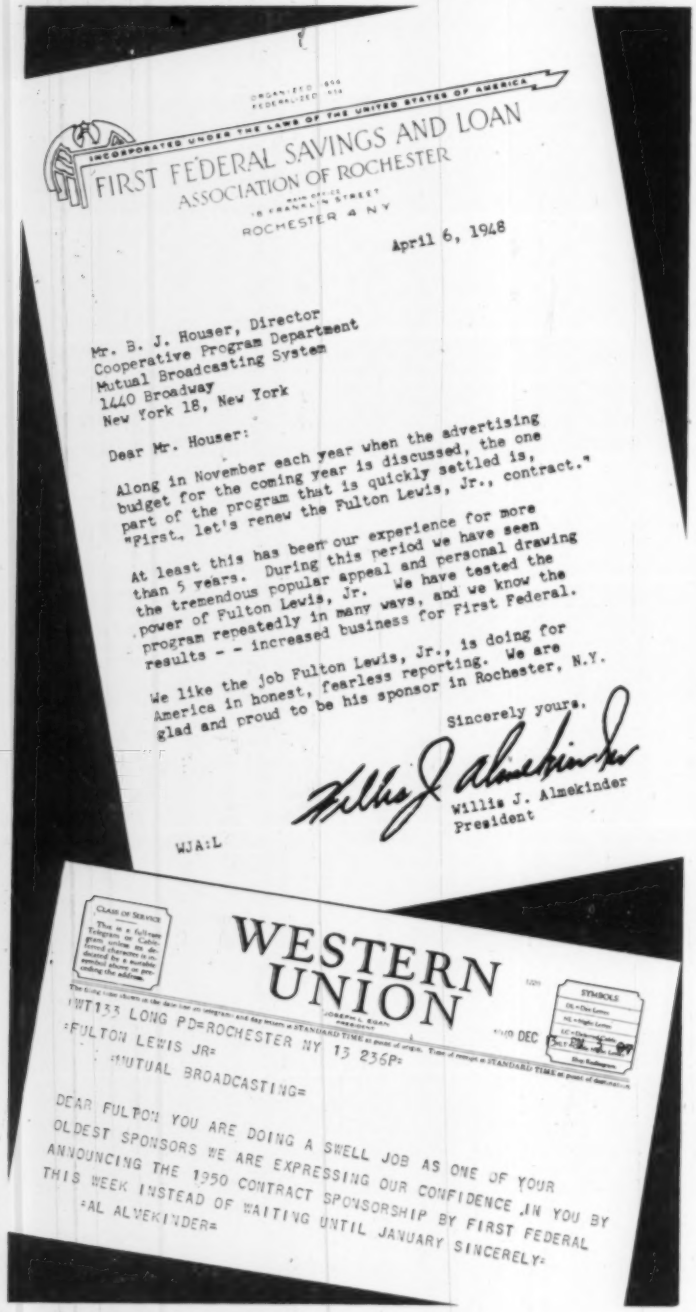
With a mighty assist from Fletcher, Hadley will not only handle his current shows on radio and TV.. but also be able to deliver his tremendous following to an *additional* sponsor or two.

Yes, you now can get two national sports figures.. at economical cost.. on WBZ. Backed by WBZ's 50,000 watts, Hadley and Fletcher will carry your program to sports fans throughout approximately 80 per cent of prosperous New England. For details, check WBZ or Free & Peters.

WBZ Boston's 50,000 Watt NBC Affiliate (synchronized with WBZA Springfield) and WBZ-TV

WESTINGHOUSE RADIO STATIONS Inc KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



INCORPORATED UNDER THE LAWS OF THE UNITED STATES OF AMERICA

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF ROCHESTER

MAIN OFFICE 10 FRANKLIN STREET ROCHESTER 4 N Y

April 6, 1948

Mr. B. J. Houser, Director
Cooperative Program Department
Mutual Broadcasting System
1440 Broadway
New York 18, New York

Dear Mr. Houser:

Along in November each year when the advertising budget for the coming year is discussed, the one part of the program that is quickly settled is, "First, let's renew the Fulton Lewis, Jr., contract."

At least this has been our experience for more than 5 years. During this period we have seen the tremendous popular appeal and personal drawing power of Fulton Lewis, Jr. We have tested the program repeatedly in many ways, and we know the results - - increased business for First Federal.

We like the job Fulton Lewis, Jr., is doing for America in honest, fearless reporting. We are glad and proud to be his sponsor in Rochester, N.Y.

Sincerely yours,

Willis J. Almekinder
President

WJA:L

WESTERN UNION

CLASS OF SERVICE

SYMBOLS

DEC

WT133 LONG PD=ROCHESTER NY 13 236P=
=FULTON LEWIS JR=
=MUTUAL BROADCASTING=

DEAR FULTON YOU ARE DOING A SWELL JOB AS ONE OF YOUR OLDEST SPONSORS WE ARE EXPRESSING OUR CONFIDENCE IN YOU BY ANNOUNCING THE 1950 CONTRACT SPONSORSHIP BY FIRST FEDERAL THIS WEEK INSTEAD OF WAITING UNTIL JANUARY SINCERELY=
=AL ALMEKINDER=

Another Sponsor Approves . . . and Renews . . .

First Federal of Rochester again on WVET

The Fulton Lewis, Jr. program offers a ready-made audience . . . network prestige at local time costs with pro-rated talent costs. Though currently sponsored on more than 300 stations, there may be an opening in your city. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, New York City 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

XUM

Love is still Box-Office

"Young Love" is that merry, warm-hearted comedy of college-vs.-marriage, with Janet Waldo and Jimmy Lydon scoring as a pair of star-crossed campus lovers. The hilarious complications of a secret student marriage have kept a big and growing audience howling for more.

Billboard says: "a happy blend of... slick production... bright scripting."

Cue says: "fun to listen to."

Hollywood Variety says: "it's a winner ... the kids can't miss."

CBS says: you couldn't ask for a nicer show to go steady with, than this fast-paced, top-comedy CBS Package Program, from the able stable that put "My Friend Irma" and "Our Miss Brooks" in the winner's circle.

A CBS PACKAGE PROGRAM

COMPARATIVE NETWORK SHOWSHEET

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (149)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	Tmink Fast S	Amer. Tob. Co. Jack Benny (180) R	Anahist Adv. of the Falcon	"
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (150)	The Saint	Rexall Co. Harris-Faye (163)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (165) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (172) R	Sylvan Levin Opera Concert	U. S. Steel Corp. Theatre Guild (165)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (284)	"	Muntz Rebuttal	"
9:30	Burlsen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Aspirin American A. of F. Music (155)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimie Fidler (70)	Carnation Co Contented Hour (175)	Music	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	co-op Jackie Robinson	Dance Orchestra S	Don Wright Chorus	Pet Milk Bob Crosby (162)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (148)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (31)
8:00	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	National Biscuit Straight Arrow (279)	A A of RR's Railroad Hour (163)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (154) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Buddy Weed S	"	"	"
9:00	Kate Smith Calls S	Lux Radio Theater (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R
9:15	"	"	"	"
9:30	"	"	Crime Fighters	Civ. Service Band of America (82) N
9:45	"	"	"	"
10:00	Elec. Workers Arthur Gaeth (97)	Lever— Pepsodent My Friend Irma (176)	A. F. of L. Commentators	Dean Martin & Jerry Lewis S
10:15	TBA	"	co-op Newsreel	"
10:30	Roller Derby S	R. J. Reynolds Bob Hawk (163)	"	Dave Garroway Show
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
7:15	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (142)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P Ltl Pwdr. Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co. Baby Snooks (153)
8:45	"	"	"	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Escape S	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	Time for Defense S	TBA	A. F. of L. Commentators	Lever Bros. Big Town (133)
10:15	"	"	co-op Newsreel	"
10:30	A. F. of L. As We See It	Frankie Carle's Orchestra	"	Brown & Wmsn. Peoplecare Funny (164)
10:45	C. of C.	"	"	"

WEDNESDAY

	ABC	CBS
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)
6:15	"	You and — S
6:30	"	No Network
6:45	"	P & G—Ivory Lowell Thomas (78)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (81) R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R
7:45	"	Campbell Soup Ed. Murrow (153)
8:00	Embassy Clubs Dr. I. Q. (55)	Sealtest
8:15	"	"
8:30	Petri Wine Co. Sherlock Holmes (175)	Chesterfield Dramatics (1) R
8:45	"	"
9:00	Buzz Adlam S	Dick Powell with Groucho Marx (12)
9:15	"	"
9:30	TBA	Lloyd Mayers Orchestra (9)
9:45	"	"
10:00	Miller Brewing Lawrence Welk (26)	Bergen Ben Alley (18)
10:15	"	"
10:30	On Trial S	Lum's Abner S
10:45	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music 9:30-10 on Avail. Stations S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. U. S. & H. Miners (13)
10:00	Message of Isreal S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Southernaires S	Church of Air S	"	"
11:00	Serutan Co. V. Lindlahr (69)	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy in Melody S	Invitation to Learning S	College Choirs	Silver Strings
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Eternal Light S
12:45	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	Doubleday News	America United S
1:15	"	Elmo Roper S	Doubleday Quiz (61)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Robt. Hurleigh	The Eddie Albert Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G. Welcome Travelers (142)
10:15	"	Toni & Wildroot Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Kraft Foods' Marriage for Two (146)
10:45	Serutan Victor Rindlahr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)
11:00	General Mills Modern Romances (125)	Liggett & Myers Arthur Godfrey (185) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dave Garroway S
11:30	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	"	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (69)	Burrus Mills Light Crust D. B. (M.-W.-F.) (60)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (151)	Co-op Kate Smith Speaks	"
12:15 PM	"	Lever Bros. Aunt Jenny (84)	Lanny Ross	Music
12:30	Out of Service	Whitehall Helen Trent (166)	B & B Chuckle Wagon	Hometowners
12:45	"	Whitehall Our Gal Sunday (159)	G. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (111)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast on the Plaza S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	Shopper's Special S	"	News	Brown & Wmsn Peoplecare Funny (17)
9:45	"	Terry Morse Garden Gate (173)	"	"
10:00	At Home with Music S	Music for You S	Magic Rhythm	Minn Valley Canning Co. Fred Waring (143)
10:15	"	"	"	"
10:30	Junior Junction S	M & M Ltd Joe Di Maggio (16)	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Navy Hour S	Cream of Wheat Let's Pretend (154) *	Music	J. Morrell & Co. Lassie (164)
11:15	"	"	"	NBC Stamp Club
11:30	Roger Dann S	Lever Bros Junior Miss (169)	Man on Farm (Quaker) (263)	Brown Shoe Smilin' Ed McConnell (162)
11:45	"	"	"	"
12:00 N	Ranch Boys S	Armstrong Cork Theater of T'day (166)	"	Barrisdl Washington News
12:15 PM	"	"	"	Americans the World Over S
12:30	American Farmer S	Pillsbury Mills Grand Cen. Sta (150)	Smoky Mt Hayride	Adventures of Archie Andrews S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	"	"

SUNDAY

	ABC	CBS
1:30	National Vespers S	TBA
1:45	"	"
2:00	Around the World (150) S	Sammy K Sunda Serenad
2:15	"	"
2:30	Co-op Mr. Presid	Doubleday Galen D. (57)
2:45	"	Doubleday Family C (57)
3:00	Fruehauf Train Harrison Wal (75)	N. Y. Phil Symphony S
3:15	P. J. Ritter Betty Clark (18)	"
3:30	Lthrn Layma Lutheran Hou (190)	"
3:45	"	"
4:00	Voices that Live S	"
4:15	"	"
4:30	Milton Cross Opera Album	Sunday the Cha S
4:45	"	"
5:00	Family Classic S	Music for
5:15	"	"
5:30	Goodyear T.T. Greatest Story Ever Told (4)	Strike It S
5:45	"	"

WEDNESDAY

CBS	MBS	NBC
Mets. Life Ins. Eric Sevareid	Repeat of Kid Strips	News Bob Warren S
Ireland — S	"	Clem McCarthy 6:15-6:20 S
Nbtwork	"	Sketches in Melody 6:20-6:45 S
P & G—Ivory Lowell Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
P & G—Oreff Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
P & G—Crydol Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (148)
Campbell Soup Club 15 (155) R	R. B. Semler Gabriel Heatter (21)	Echoes from the Tropics S
Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (32)
Bristol Myers	Can You Top This S	Philip Morris This Is Your Life (144) R
"	"	"
Cavalcade of Christian Faith R	International Airport	Kraft Foods Great Gildersleeve (151)
"	"	"
Dick Tracy with Groucho Marx (12)	Mr. Feathers	Bristol Myers Break the Bank (163)
"	"	"
Lionel Myers Orchestra (73)	Family Theatre S	Bristol Myers Dist. Attorney (163)
"	"	"
Sterling Drug Ben Alley (18)	A. F. of L. Commentators	Am. Cig. & Cig. The Big Story (164)
"	co-op Newsreel	"
Lum & Abner S	Okla. State Symphony	Mars Candy Curtain Time (145)
"	"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (142
Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Adrian Rollini Trio S
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27)
Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (147) R
"	"	"	"
Revere Camera A Date with Judy (51)	Whitehall Mr. Keen (153) R	Mail Pouch Fishing & Hunting Club (133)	G. F.—Maxwell Father Knows Best (154) H R
"	"	"	"
Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (169)	Comedy Playhouse	Reynolds Tob. Camel Screen Guild Theatre (162) H
"	"	"	"
"	Philip Morris Crime Photog. (149)	"	Blatz Brewing Duffy's Tavern (158)
Lee Hats R. Montgomery (206)	"	"	"
Author Meets Critics S	Hall Bros. Hallmark Playhouse (159)	A. F. of L. Commentators	Chesterfield Supper Club Perry Como (163)
"	"	co-op Newsreel	"
Someone You Know. Mental Health Series S	Rosefield Skippy Hollywood Theater (58)	"	Dragnet L&M-Fatima (140) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (163) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (148)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Norwich Pharm. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (1.1) R	Russ Morgan Show	Schlitz Halls of Ivy (146)
"	"	"	"
Ceutsable Life This Your FBI (221) R	Gen. Fds.—Jello My Favorite Husband (153) R	Music	Gulf Refining We the People (115)
"	"	"	"
Heinz, Advntrs. of Ozzie & Harriet (297)	Am. Tob.-Rel Tan, Leave It to Joan (174)	Air Force Hour	Pabst Sales Co. Life of Riley (151)
"	"	"	"
Pac. C. Borax The Sheriff (191)	The Show Goes On	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)
Ch. Spark Plug Roll Call (21)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	"	A. F. of L. Commentators	RCA Victor Screen Directr's. Playhouse (164)
"	"	co-op Newsreel	"
"	Capitol Clock Room S	"	Col.-Palm.-Peet Sports Newsreel (139)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
Bible Messages S	Memo From Lake Success	"	Religion in the News S	6:15
Co-op H Wisner	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
Harmonaires S	News L. Leseuer S	Mel Allen	"	6:45
Remember S	Johnny Dollar S	Hawaii Calls S	"	7:00
Co-op Bert Andrews	"	"	"	7:15
Chandu S	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Rich'd Diamond Private D'tective S	7:30
"	"	7:55-8 Kennedy Chamberlain	"	7:45
Superman S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (129) H	8:00
"	"	"	"	8:15
Phil Bovero S	Philip Marlowe S	Take A Number	P & G—Duz Truth or Consequences (141) R	8:30
"	"	"	"	8:45
Dick Jurgens S	General Foods Gangbusters (151) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	9:15
Hollywood By Line S	Broadway Is My Beat S	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	"	"	9:45
Phillips Petrol. Nat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (1.4) H	10:00
"	"	"	"	10:15
Shamrock Hotel Bands S	Carter Prod. Sing It Again (114)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	Lucen's Sing It Again (138)	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
ational spers S	TBA	American Radio Warblers	U of Chicago Round Table S
"	"	Michael O'Duffy	"
nd Sk Vorld 50) S	Sammy Kaye Sunday Serenade S	Chamber Music	NBC Theatre S
"	"	"	"
o-op Presidnt	Doubleday Galen Drake (57)	Co-op Bill Cunningham (55)	"
"	Doubleday Family Quiz (57)	Veteran Wants to Know S	"
ut Train on Wat 7:5)	N Y Philmonic Symphony Orch S	Treasury Variety Show	One Man's Family S
Ritte y Clark 18)	"	"	"
Layon an Hou 90)	"	Genera Foods Juvenile Jury (723)	Miles Labs Quiz Kids (162)
"	"	"	"
s the ive S	"	General Foods Hopalong Cassidy (482)	Living—1949
"	"	"	"
n Cros Albun	Sunday at the Chase S	Wm Gargan Private Investgr (380)	American Forum of the Air
"	"	"	"
mily ouse S	Music for You	Grove Labs D L & W Coal The Shadow	Radio City Playhouse S
"	"	"	"
r T&T st Star old H	Strike It Rich S	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (165)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (98)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (86)	Checkerboard Jamboree	The Playboys
Co-o Breakfast in Hollywood	General Foods 2nd Mrs. Burton (55)	Miles Labs. Ladies' Star (410)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201-204) R	Toni Co. Nora Drake (155)	Miles Labs. Queen for A Day (423)	General Mills Today's Children (73)
"	P & G Brighter Day (82)	"	General Mills Light of World (73)
Pick a Date with Buddy Rogers S	Babbitt, Nona From Nowhere (149)	Bob Poole Show	P & G Life-Beautiful (149)
"	Miles Labs. Hilltop House (129)	"	P & G Road of Life (149)
TBA	Pillsbury House Party (151) *	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (152)
Carter Family S	Garry Moore Show S *	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Tune Trio S	"	"	Sterling Drug Stella Dallas (146)
Melody Promenade S	"	Georgia Jamboree	P & G Lorenzo Jones (144)
"	"	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	Treasury Bandstand S	Bobby Benson	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)
"	Hugo Mahn's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs Curt Massey Time (142) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices and Events S
"	"	"	"
Texas Co. Met. Opera (235)	Borden County Fair (167)	"	TBA
"	"	"	"
"	Wm. Wise Get More Out of Life (53)	Dance Music	"
"	"	"	"
"	Report From Overseas	"	"
"	Adventures in Science	"	"
"	CBS Farm News	"	"
"	Cross Section U.S.A.	"	"
"	Treasury Bandstand	Dunn on Disc	"
"	"	"	"
"	Noro Morales' Orchestra	"	"
"	"	"	"
Tea and Crumpets	George Torme Orchestra	Anahist Quiz	"
"	"	"	"
"	Stan Daugherty Presents	TBA	"
"	"	Hallicrafter Hollywood Quiz	Hunt Club Dog Fd., Confidential Classups (90)

"Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

7:30-8 PM Thurs., Personality Portraits, 54 sta.
10:30-11 AM Tues., Thurs., Starring Dean Martin, 58 stations.
10:30-11 PM Saturday, National Barn Dance, Prudence Penwiston Co. of West.
10:30-11 PM Sat., Voices That Live.
10:30-10:45 PM Sat., Jerome Fields in East.
10:45-11 AM Mon., Wed. & Fri., Stories Of.
11:30-12 Noon Sat., Quaker Oats.
12:30-1 PM Sat., Quaker Oats.
1:30-2 PM Sat., Quaker Oats.
2:30-3 PM Sat., Quaker Oats.
3:30-4 PM Sat., Quaker Oats.
4:30-5 PM Sat., Quaker Oats.
5:30-6 PM Sat., Quaker Oats.
6:30-7 PM Sat., Quaker Oats.
7:30-8 PM Sat., Quaker Oats.
8:30-9 PM Sat., Quaker Oats.
9:30-10 PM Sat., Quaker Oats.
10:30-11 PM Sat., Quaker Oats.
11:30-12 Midnight Sat., Quaker Oats.

BROADCASTING
TELECASTING

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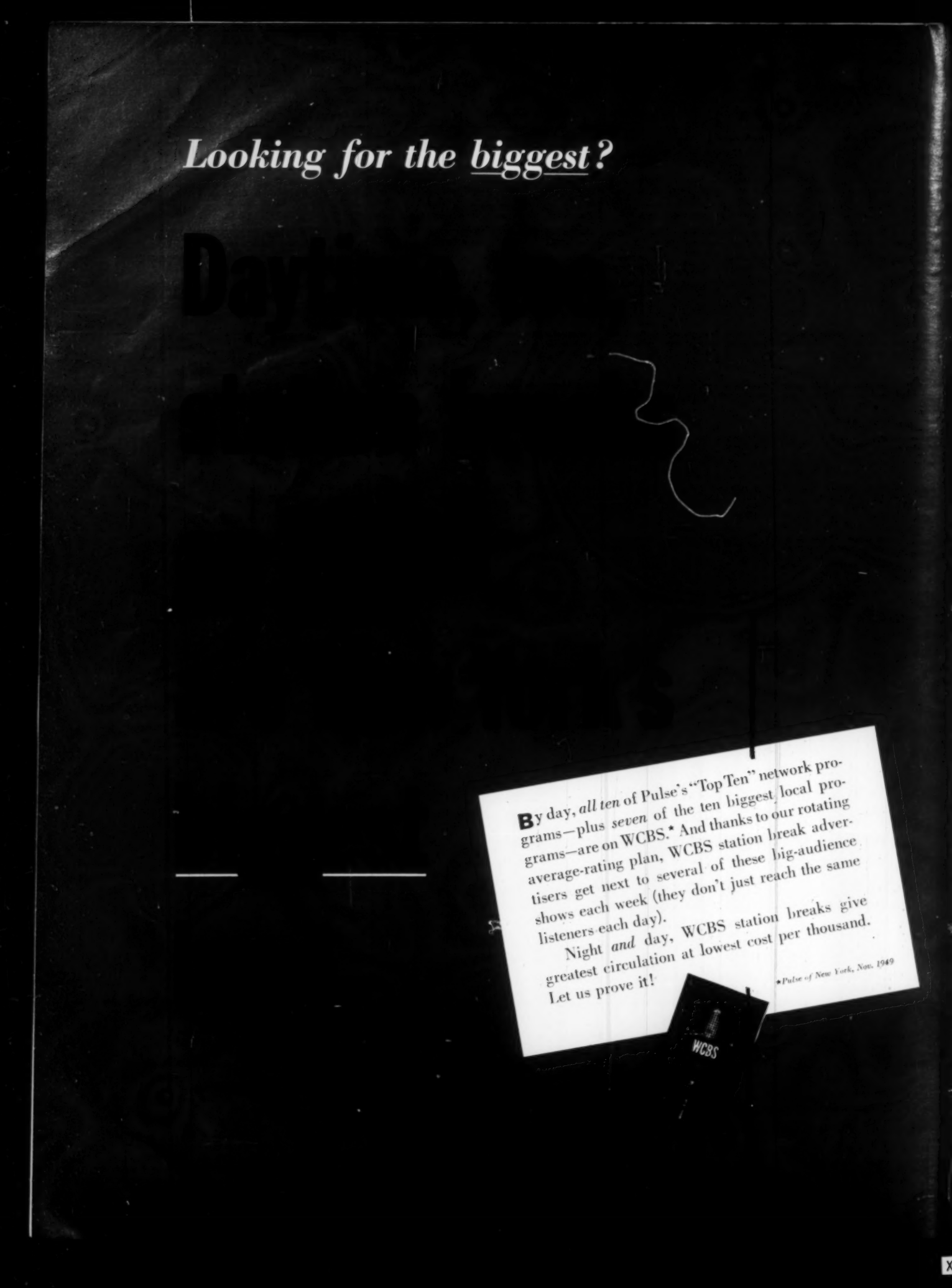
Looking for the biggest?


By day, *all ten* of Pulse's "Top Ten" network programs—plus *seven* of the ten biggest local programs—are on WCBS.* And thanks to our rotating average-rating plan, WCBS station break advertisers get next to several of these big-audience shows each week (they don't just reach the same listeners each day).
Night *and* day, WCBS station breaks give greatest circulation at lowest cost per thousand.
Let us prove it!
*Pulse of New York, Nov. 1949
WCBS

Agencies

ROBERT E. ZEH, vice president, copy director and account executive with Henri, Hurst & McDonald Inc., Chicago, for three years, resigns. Before joining HH&McD he was with J. Walter Thompson Co. for 10 years as group head and copywriter.

WILLARD HEGGEN, account executive of Compton Adv. Inc., New York, elected vice president. He joined Compton in 1944 and is executive on New York Life, Goodyear, Kelly-Springfield accounts, besides the export division of Socony-Vacuum.

Mr. Heggen

BENJAMIN C. BOWKER named president of new advertising and public relations agency, **Bowker & Co.,** Toledo, Ohio. Parent offices of new agency will be in Toledo, but temporary offices are presently located in Manhattan Bldg., New York. Mr. Bowker resigned as director of public relations and assistant to the president and assistant to chairman of the board of Willys-Overland Motors, to form his own agency.

ROBERT E. BOUSQUET, with Lever Bros., New York, for 25 years, appointed executive vice president of Chambers & Wiswell Inc., Boston. Appointment is effective tomorrow (Jan. 3).

ROBERT C. CHAPIN, account manager, specialist in merchandising of consumer goods, elected secretary and a member of board of directors of John Falkner Arndt & Co., Philadelphia. **JOHN F. ARNDT,** president, will assume additional title of treasurer. **EARLE C. THOMPSON** appointed to serve on management committee.

CARL RHODES and **LYMAN AVERY** shifted from Detroit office of J. Walter Thompson Co. to New York office.

LEE STRAHORN, formerly in charge of production of Lucky Strike shows for Foote, Cone & Belding, joins New York staff of Young & Rubicam with production assignment on Fred Waring TV show.

WILLIAM E. BECKER, former account executive with Chris Lykke & Assoc., San Francisco, joins William E. Guyman & Assoc., same city, in similar capacity.

CATHARINE FINERTY, copywriter for Anderson, Davis & Platte Inc., New York, elected vice president and member of agency's plans board.

LEE STRAHORN joins radio and television department of Young & Rubicam, New York. He previously was with Foote, Cone & Belding and was independent radio producer for the last year.

WM. J. FROST elected vice president of Kenyon & Eckhardt Ltd., Toronto.

RICHARD M. CLEMENT, former chief of public relations for Veterans Adm., Philadelphia, joins John LaCerda Agency, that city.

FRED P. FIELDING appointed vice president in charge of radio of McLain-Dorville Agency, New York.

SIDNEY GARFIELD, of Garfield & Guild, San Francisco, named chairman of management section of National Advertising Agency Network.

LAWRENCE WISER, formerly with Lawrence Fertig & Co., and Federal Adv. Agency, New York, appointed to executive staff of Storm & Klein, New York.

WINIUS-DRESCHER-BRANDON Inc., St. Louis, effective tomorrow, (Jan. 3) changes name to **WINIUS-BRANDON Co. ENNO D. WINIUS** remains with firm as its president and **C. A. BRANDON** retains his position as senior vice president. **JOHN M. DRESCHER** resigns from agency. Operations will continue from present address, 1706 Olive St., St. Louis.

ROBERT BLACK, formerly public relations director of Milton Weinberg Adv., Los Angeles, joins Dan B. Miner Co., same city, as assistant radio and television director. He previously was with KFI Los Angeles as manager of recording division.

SEWARD SMITH joins New York staff of Brooke, Smith, French & Dorrance Inc.

GEORGE R. LAMONT joins Young & Rubicam Ltd., Toronto, as office manager and supervisor of media.

ON THE
WASHINGTON SCREEN

As We Enter January, 1950

WMAL-TV

presents, between 6 and 11 p.m.

7½ hours

of Local and National Spot Advertiser

Sponsored Programs Weekly

more than double the other 3 Washington TV stations combined

STATION X—1 Hour 20 Minutes
STATION Y—1 Hour 45 Minutes
STATION Z—0
Other 3 Stations' TOTAL—3 Hours 5 Minutes

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri.
sponsored by Valley Forge Brewing Co.
"Tailwaggers"—7:30 to 7:45 PM—Mondays
sponsored by Arcade-Pontiac Co.
"Boxing" (Turner's Arena)—9 to 11 PM—Mondays
sponsored by Globe Brewing Co.
"Shop By Television"—7:30 to 8 PM—Tuesdays
sponsored by Hecht Co. Department Store
"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays
sponsored by L. P. Steuart, Inc.—DeSoto Dealer
"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays
sponsored by Sinclair Refining Co.
"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays
sponsored by Phillip's Radio & Television Co.—RCA
"Capitol Close-Up"—7:30 to 7:45 PM—Fridays
sponsored by the Occidental Restaurant
"This Week in Sports"—7:15 to 7:30 PM—Saturdays
sponsored by Trew Motor Co.—Dodge Dealer
"Hollywood Screen Test"—7:30 to 8 PM—Saturdays
sponsored by Duffy-Mott, Inc.

(5½ hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8¾ Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7 **WMAL-TV** WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.

55 ADVERTISERS

utilizing WGY 10 years ago

are using WGY today

...reason?

They've found it Pays!

Represented Nationally by NBC Spot Sales

WRGB TELEVISION

CHANNEL 4

Serving Eastern New York, Western New England, Albany, Troy and Schenectady

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

New Business

RIKERS Inc., New York restaurant chain, appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used. Contract has been signed with WJZ New York for 13-week test campaign.

STANDARD VARNISH WORKS, New York, and Chicago, appoints Lucerna Co., New York, to handle advertising for its "Kover-Floor" paint and other products. Radio and television plans in works for entire country.

SHIVAR SPRINGS Inc., Shelton, S. C. (Shivar Ginger Ale and soft drinks), appoints Henderson Adv., Greenville, S. C., to handle its advertising. Radio will be used. **J. E. Fitzpatrick** is account executive.

JORDAN BAKING Co., Tacoma, Wash., appoints O'Connel Regan Agency, that city, to handle regional advertising. Spot radio will be used. **Howard O'Connel** is account executive.

STANDARD VACUUM CLEANER Co., Los Angeles, appoints Ad Fried Adv., Oakland, to handle its Northern California advertising. Campaign includes KROW Oakland, KSJO San Jose, KSFO San Francisco and daily participating sponsorship of Edith Green's *Your Home Show* on KRON-TV San Francisco.

SCOTT & BOWNE (Canada) Ltd., Toronto (Anohyst), appoints Foote, Cone & Belding International Corp., Montreal, to handle advertising. Radio spot campaign planned.

NATIONAL CARBON Co. (Eveready batteries) through its agency William Esty Co., New York, preparing television spot announcement campaign to start in January in six metropolitan cities, Boston, Philadelphia, Baltimore, Chicago, Detroit and Los Angeles.

MURRY F. FIELDS Assoc. (toy manufacturing representative) appoints Ad Fried Adv., Oakland, Calif., to handle all advertising. Radio will be used.

WM. WRIGLEY Jr. Co. Ltd., Toronto, extends its sponsorship of *Cisco Kid*, Frederic W. Ziv Co. package, to between 20 and 26 stations, covering entire Dominion of Canada. Wrigley has been sponsoring series for 13-weeks on trial basis over CKEY Toronto, CFPL London and CFRA Ottawa. Contracts on new basis are for 39-weeks. Agency is J. Walter Thompson Co.

Network Accounts • • •

SUN OIL Co., Philadelphia, through Hewitt, Ogilvy, Benson & Mather, New York, renews for 52 weeks its *Three Star Extra* news program on NBC, Mon.-Fri., 6:45-7 p.m.

COLGATE-PALMOLIVE-PEET Co. renews for 52 weeks its sponsorship of 5:45-6 p.m. segment of *Howdy Doody*, Tues. and Thurs. on NBC-TV. Program was placed through Ted Bates & Co. Number of outlets bought by agency was increased to 24 with addition of WKTV (TV) Utica, N. Y.

Adpeople • • •

WALLACE C. ROSS, formerly in radio production, joins public relations division of Mutual Life Insurance Co., New York, to assist in company's public service radio program on health subjects. He formerly was with KOA Denver, KTBC Austin, Tex., WVBR Ithaca, N. Y., and WHCU Ithaca, N. Y.

ROBERT H. DAVIDSON, advertising assistant in General Foods' Jell-O Div. appointed assistant advertising manager of division. He joined GF in 1940 as retail salesman in Rochester, N. Y., territory, Syracuse district.

HENRY F. WOULFE, president of Pepsodent Div. of Lever Bros. Co., elected vice president in charge of parent company's Midwestern operations. He will assume his duties early in February in Chicago. Meanwhile he will supervise move of Pepsodent Div. from Chicago to new quarters of Lever Bros. in New York. He also will continue to serve as president of Pepsodent Div. until successor is named.

WROL

serving more radio families in East Tennessee

than any other Knoxville station

---

announces as its national representative *

Avery-Knodel, INC.

New York • Atlanta • San Francisco • Los Angeles • Chicago

WROL will continue to be represented in the Southeastern states by Harry E. Commings, Jacksonville, Fla.

* effective January 1, 1950

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Up-to-date' Data

EDITOR, BROADCASTING:

I want to buy an extra copy of the 1950 BROADCASTING YEARBOOK when it is available, to put in the UNESCO Library. They should have up-to-date information of a reliable character on American broadcasting. This is in addition to the copy of the YEARBOOK which comes to me for Institute use. . . .

Wilbur Schramm, Director
Institute of Communications Research
U. of Illinois
Urbana, Ill.

* * *

Offers FM Hours Views

EDITOR, BROADCASTING:

I read with interest the protests against the proposed FCC minimum hours regulation in your Dec. 19 issue.

All of those who expressed opposition to the proposal apparently do not realize that there is adequate provision in the proposed regulation for "hardship" cases; however, it would seem that there are many cases of limited hours operation by FM affiliates which can hardly be justified on any reasonable basis. I think it is clearly the desire of the Commission to do everything reasonable possibly so as to avoid the necessity of any FM station going off the air for economic reasons.

Three 50 kw AM network affiliates in Chicago operate their FM transmitters only a limited schedule. With more FM homes in the Chicago area than there are radio homes in any one of seventeen states, doesn't the moderate expense for an extra engineer and power seem justified when there are no programming costs whatsoever involved? The ever increasing number of FM only and TV-FM sets (without AM) are further reasons for duplication of operating hours.

Every area and every station has its own particular problems with regard to FM, but it certainly does not seem unreasonable to require a 50 kw AM station to keep its FM transmitter on the air in Chicago.

I honestly feel that a good guide post for the Commission would be to inquire whether or not the increased cost of operation due to full-time FM duplication exceeded the cost for the janitorial and ushering staff in any one week:

Edward A. Wheeler,
President
WEAW (FM) Evanston, Ill.

* * *

What Ails Radio

EDITOR, BROADCASTING:

. . . So many small town radio stations over the past year have been grumbling and wonder what is wrong with business, and why more retail stores, or local accounts don't advertise more with them. In the first place, the very first line of defense, the first voice that listeners hear, their announcers, in a great many cases are the lowest paid group of any in the business, especially in the South. It's that announcer's voice and personality that first conveys the message to the listener, hence he should not only be a well paid person, but one with that personality that sells to the listener and for the client. What do we find in most small town stations? We find that there are announcers who are getting $40 for 40 hours and no overtime.

I realize some of these announcers are not worth more, but why fool with that kind. Pay a decent salary and expect and "get" good announcers. If a station cannot afford good announcers, management and continuity writers, then they should not have installed a station and expect to give the public the only kind of radio that makes for good listening.

Second; Why must any radio station "double spot?" If they are an independent station, they have plenty of time, and if they are a network station, they can certainly shift programs around to where they can handle spot announcements without double spotting. A great many of the small town stations seem to think that "programs" are taboo, and lean to spot announcements because they sell quicker. Do they try intelligently, to sell a local client on programs? Or do they take the lines of least resistance and sell spots? The answer can be found in most any small town station.

I've proven over the past five years as manager of station WOLS Florence, S. C. and also at WBUY Lexington, that programs will sell for a client if properly put over. A small town station must present programs and radio generally as good or near as good as the 50,000 watt network stations, or later, find not much local audience.

Nat L. Royster,
WHED Washington, N. C.

* * *

Columbus Mix-up

EDITOR, BROADCASTING:

Many thanks for including my release in [Dec. 19] edition.

However, the pic you ran was

(Continued on page 42)

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

	RADIO
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

	TELEVISION
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

A SALUTE TO 1950

and Best Wishes to Everyone in Radio—for the most prosperous New Year in Broadcasting history. To all networks—all Radio Stations—to the N.A.B.—to Advertising Agencies and their Clients. Let's All Tell the World in 1950 That Radio Is America's Greatest Advertising Medium*

Represented by
PETRY

WJR

50,000
WATTS

THE GOODWILL STATION INC.

G. A. RICHARDS
Chairman of the board

CBS
DETROIT

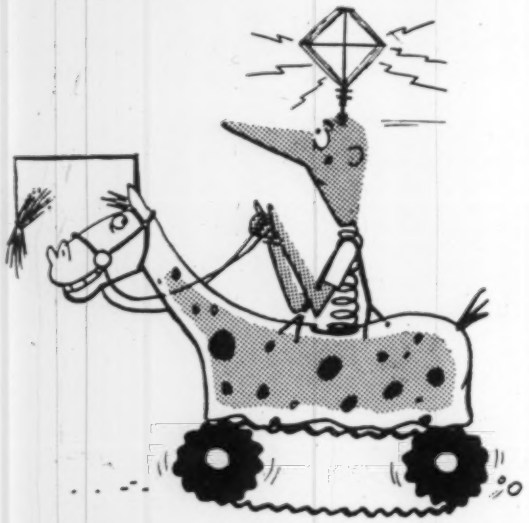
HARRY WISMER
Ass't to the President

MICHIGAN'S GREATEST ADVERTISING MEDIUM

**It's estimated there will be more than 90,000,000 radio sets serving America in 1950*

SPARK PLUG...

DULUTH, MINN.—"Me . . . not the horse," says Otto Mattick moseying along on his hay-burning tracti-steed. "I'm the one who's jockeyed KDAL into first place in the rich Duluth-Superior Market and that's where we'll stay!" KDAL will, too. Because KDAL never lets up when it comes to personalities, programming and listener promotion. That's why KDAL has topped the Hoopers here for a long time. And that's why KDAL can do the top selling job for you in this market. But you've got to give us the opportunity. Put us on the list for your next campaign.



The KDAL Story is a succession of success stories for its advertisers. Avery-Knodel will be glad to give you full details. Ask them now.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Them that *has*... GITS!

There's an *extra punch* in your advertising dollar on WDBJ! To demonstrate, look at these Promotion figures for the Fall Campaign (Aug. 21-Nov. 21):

Newspaper Ad Lineage	19,617
Newspaper Publicity Lineage	2,160
Spot Announcements	525
"Biggest Show" Spots (Daily Feature, 8:45-9:00 AM)	624
Downtown Display Windows	11

plus trailers, dealer cards and letters!

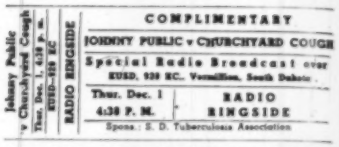
WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

Feature of the Week

BATTLE against the nation's worst enemy—the germ—is waged with weighted punches each Thursday at 4:30 p.m. in the *Fight for Life* series over KUSD Vermillion, S. D.

Irving R. Merrill, KUSD general manager and treasurer of the Fight for Life Advertising Committee, adds, "so far as we know it represents the first time in the history of American radio that the (health) groups have united to present a single series of radio programs of public health education over a single station."

The program, considered by Mr. Merrill as the best promoted one the station ever has carried, delivers its message—that of combating disease—to the public with dramatic impact. Format resembles a blow by blow radio account of a boxing bout. In one corner is the germ-infested disease (e. g. "Churchyard Cough," the tuberculosis attacker) and in the other, "Johnny Public." Invited guests describe various aspects of the problem to announcers who set up boxing ring atmosphere with appropriate sound effects. Gov. George T. Mickelson, endorsee of the series, appeared on the first program.



One of the 'fight' tickets

* * *

Total budget for the series, which started Oct. 20, 1949, and will last through June 1 this year, is $1,433.60, Mr. Merrill explains, all of which is made up by contributions from the 13 participating health groups. Radio time, including program and spot announcements, is donated by KUSD. Key sponsors in addition to the station are the South Dakota State Dept. of Health and the U. of South Dakota school of medicine. Other participants include medical associations, tuberculosis, mental

(Continued on page 66)

On All Accounts

A FEW blocks away from the White House in Washington, James Gordon Manchester, 31-year-old hustling account executive, is showing advertisers that radio not only can help sell corn to rural dwellers, but also sell packaged frozen fried shrimp to inlanders. His position as radio and television director at Lewis Edwin Ryan Advertising Agency, he admits, means he sleeps, eats and thinks radio.

While philosophy now usually takes a back seat to more practical subjects directly related to the advertising business, Mr. Manchester began his studies in the books of Plato, Socrates, Descartes and the other scholars. A descendant of a long-line of college professors, Gordon (he seldom uses James) decided to test his mettle elsewhere. He gave up philosophic studies at various schools—the U. of the South, Sewanee, Tenn.; American U., of Washington, D. C., and U. of Vermont, Burlington, Vt. —to find "peace of mind" in radio production in New York City.

GORDON

Gordon pegs his original interest in radio's environs to an inborn fixation for the dramatic. Radio, he believes, has these qualities wrapped up in a powerful pocket and it was his decision in 1940 to unwrap the trappings.

Gordon feels that all his life he has been one step out of the classroom. His father, Dr. Allen W. Manchester, now retired, was president of Storrs Agricultural College (now the U. of Connecticut) prior to becoming a member of Franklin D. Roosevelt's inner government circle of intellectuals. Dr. Manchester served in three successive executive posts in New Deal agricultural agencies. Quick to note this, Gordon says he knows to whom to refer problems on foods.

The list of educators does not stop with his dad. Gordon's mother was a Columbia U. professor. His two brothers are college professors, John Wilbur at U. of Maine and Alden Coe at Harvard U. (Gordon speaks of them as "John Alden"). His own name, he says, was put together by his mother "who had a crush on Harry Lauder and believed James Gordon sounded Scotch." When he talks of his family, Gordon threads through decades of American history. His forebearer — a Brewster — fled religious persecution and reached New England soil in 1621. In the same century, other ancestors—

(Continued on page 62)

Here's a Cross Section of the Scores of Stations that are Sold on M-G-M—

KFI, Los Angeles . . . WLNH, Laconia, N. H. . . .
WFIL, Philadelphia . . . KEYY, Pocatello, Idaho . . .
WGN, Chicago . . . KICA, Clovis, N. M.

. . . M-G-M's GREAT FOR ALL!

M-G-M RADIO ATTRACTIONS ARE THE BIGGEST, BOOMINGEST HIT ON THE AIR—TODAY!

M-G-M THEATRE OF THE AIR • AT HOME WITH LIONEL BARRYMORE • HOLLYWOOD, U.S.A. • GOOD NEWS FROM HOLLYWOOD • THE STORY OF DR. KILDARE
CRIME DOES NOT PAY • THE ADVENTURES OF MAISIE • THE HARDY FAMILY

THE TRADE PRESS RAVES!

VARIETY

Adventures of Maisie. "Topflight air adaptation of pix series . . . zany situations . . . bright and brittle dialogue make snappy comedy all the way."

THE BILLBOARD

M-G-M Theatre of the Air. "In slickness of production this hour-long program compares very favorably with its network brothers. Name value stars."

VARIETY

Crime Does Not Pay. "Solid commercial package . . . slambang entertainment."

The Story of Dr. Kildare. "Crackerjack show . . . solid dramatic impact . . . rising line of tension."

THE NATION'S PRESS CHEERS!

WALTER WINCHELL

"*The 'Hardy Family'* has moved from the cameras to the mikes . . . Thanks to Mickey's peppery Rooneying."

ST. LOUIS GLOBE DEMOCRAT

M-G-M Theatre of the Air. "Hollywood at its all-out best . . . the usual fine quality production associated with the film capital. Superb background music, stories and stars."

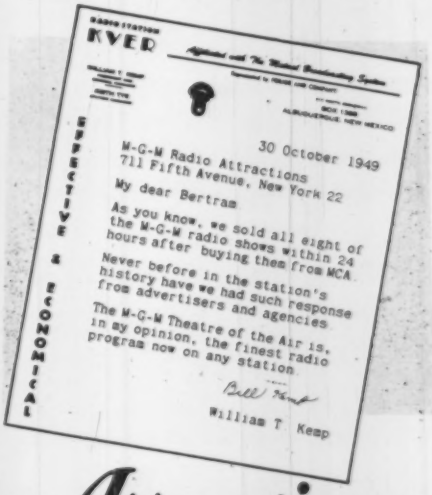
CLEVELAND PRESS

"Offers stations an inexpensive way of competing with such enterprises as NBC's 'Theatre Guild'."

HOUSTON PRESS

"With all due respect to Lux Radio Theatre, and some of those half-hour quickies, I think you'll like *M-G-M Theatre of the Air* best."

THE STATIONS ACCLAIM!



KVER
Affiliated with The Mutual Broadcasting System
Represented by Weed and Company
ALBUQUERQUE, NEW MEXICO

30 October 1949

M-G-M Radio Attractions
711 Fifth Avenue, New York 22

My dear Bertram

As you know, we sold all eight of the M-G-M radio shows within 24 hours after buying them from MCA.

Never before in the station's history have we had such response from advertisers and agencies.

The M-G-M Theatre of the Air is, in my opinion, the finest radio program now on any station.

William T. Kemp

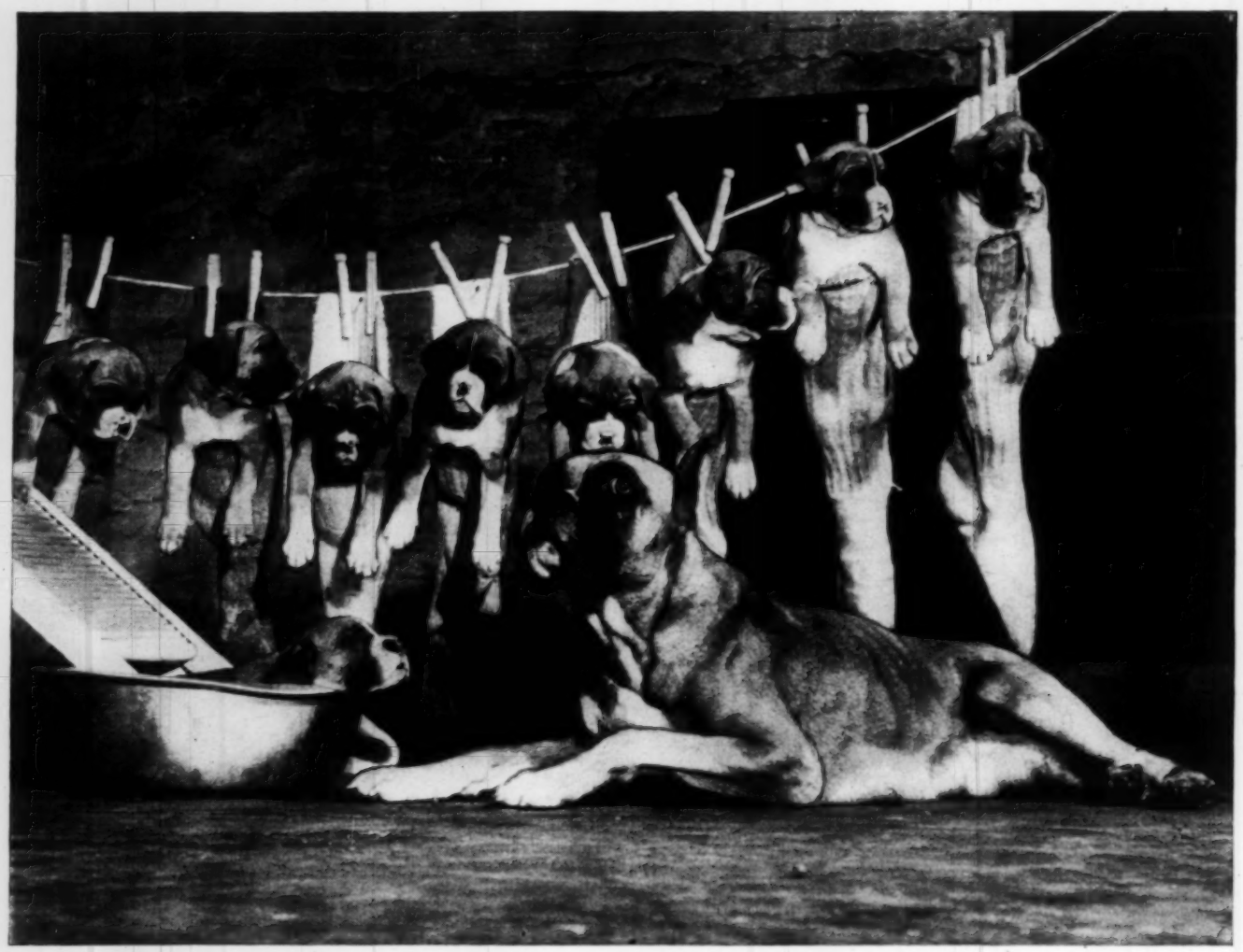
EFFECTIVE & ECONOMICAL

Metro-Goldwyn-Mayer Radio Attractions

Exclusive Representatives . . . . . MUSIC CORPORATION OF AMERICA

NEW YORK	CHICAGO	BEVERLY HILLS	SAN FRANCISCO	CLEVELAND	DALLAS	DETROIT	BOSTON	MINNEAPOLIS
598 MADISON AVENUE	430 N. MICHIGAN AVE.	9370 SANTA MONICA BLVD.	105 MONTGOMERY ST.	UNION COMMERCE BLDG.	2102 N. AKARD ST.	1612 BOOK TOWER	1044 LITTLE BLDG.	NORTHWESTERN BANK BUILDING
PHONE PLAZA 9-7500	PHONE DELAWARE 7-1100	PHONE CRESTVIEW 6-2001	PHONE EXBROOK 2-8922	PHONE CHERRY 6010	PHONE CENTRAL 1448	PHONE WOODWARD 2-2604	PHONE LIBERTY 2-4823	PHONE LINCOLN 7863

DETROIT PUBLIC LIBRARY



9 (COUNT 'EM) 9

This mama boxer had exactly nine puppies.

And nine is exactly the number of years that W·I·T·H has been providing advertisers with the biggest bargain in Baltimore radio.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more *home* listeners-per-dollar than any other station in town. And second, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does *big* things on W·I·T-H. Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

XUM

BROADCASTING
TELECASTING

Vol. 38, No. 1 WASHINGTON, D. C., JANUARY 2, 1950 $7.00 A YEAR—25¢ A COPY

ABC TOP COMMAND

Woods Named Vice Chairman; Kintner President

MARK WOODS, president of ABC since 1942, last Thursday was elected vice chairman of the network and Robert E. Kintner, executive vice president since 1946, became president.

Edward J. Noble, principal stockholder in the network, continues as chairman of the board.

The change was said to have been made to free Mr. Woods from administrative duties and enable him to make wider use of his persuasive abilities as a salesman.

The shift in top command at ABC last week was not unlike that which occurred at NBC a month ago when Niles Trammell, also celebrated as a salesman, was moved from president to chairman of the board, and Joseph H. McConnell, a crack administrator, was elected president.

Mr. Kintner, as executive vice president, has been assuming more and more top administrative assignments in the past year, to permit Mr. Woods to concentrate his energies in high-level troubleshooting on sales, talent and programming problems.

Salary Question

Both Messrs. Woods and Kintner have five-year contracts with ABC signed only a year ago. As president, Mr. Woods received $75,000 a year, and as executive vice president Mr. Kintner was paid $50,000. Whether salary changes were involved in the change of positions last week was not known.

With his election last week—effective Jan. 1—Mr. Kintner became the youngest president of a major network. He is 40 years old.

Although no official comment was made on the subject, it was learned authoritatively that the position of executive vice president at ABC will be abandoned.

The elevation of Messrs. Woods and Kintner to new jobs was not regarded in informed quarters as suggesting renewed activity in the often rumored negotiations of the sale of ABC.

Recent reports of reawakened buyer interest in the network have been denied by all sides.

That Mr. Noble, who, as principal stockholder in unquestioned control of the company, is the man to say yes or no to any buyer proposition, was not entirely closing the door to a future sale was indicated, however, in the vigorous facilities expansion that the network has carried on for the past year.

The acquisition of several million dollars worth of television studios and equipment in New York and Hollywood was seen as enhancing the real value of the network and inevitably influencing any sale price.

Mr. KINTNER

Mr. NOBLE

Mr. WOODS

Mr. Woods, a veteran broadcaster, entered radio in the early 1920's as a financial officer, assistant secretary and office manager of the AT&T subsidiary company that operated WEAF New York (now WNBC).

After the formation of NBC he joined the network in an executive capacity, rising to assistant executive vice president and administrative officer.

He became president of the Blue Network Inc. when it became a separate entity from NBC in 1942.

Mr. Kintner joined ABC—his first venture into radio—after his release from Army duty in 1944. Before the war, in which he served as a lieutenant colonel, Mr. Kint-

(Continued on page 69)

'49 REVENUE

Time Sales Up 4.5%, NAB Finds

By J. FRANK BEATTY

GROSS broadcast revenues from time sales rose 4.5% to $435 million for 1949, according to NAB, but industry profits continued their downward trend. Operating costs were up 4% for 1949, NAB estimates.

Annual estimates of the industry's financial status for 1949 were made by Dr. Kenneth H. Baker, NAB research director, and C. Meryl Sullivan, assistant director, on the basis of a sampling of the membership along with comparisons with FCC 1948 figures and the status of business.

The gross income figure of $435 million for 1949 compares with FCC's 1948 total of $416,720,279. Gross income comprises station and network time sales after trade discounts but before deduction of agency commissions.

National spot business continued its sharp upward trend last year, rising from 1948's $104,759,761 to an estimated $118,425,000, an increase of 13%. This category runs far ahead of other sources of broadcast income in rate of increase.

Overall average of station profits (before federal taxes) was 17.1% in 1948, Dr. Baker said, but "it is expected that 1949 will be the second consecutive year in which they have been less than 20%. They may fall as low as 16% in 1949."

Actual profits after deduction of federal taxes, however, will run under 10%, it was indicated on the basis of tentative calculations.

The continued upward trend in operating costs brought this figure from $342.9 million in 1948 to $356.3 million in 1949, according to NAB's calculation.

These figures, it was explained, "do not preclude the possibility of large increases in expenses in the case of individual operations engaged in AM-FM-TV expansions."

Dr. Baker said local retail business "has consistently been underestimated. In 1948 it amounted to $170.9 million (instead of the estimated $157 million). An evaluation of reports from stations and an overall appraisal indicates another 5.3% increase for 1949, bringing the revenue from this source to $180 million."

Network revenues will show a drop of 3.3% below the 1948 gross, it was estimated, declining from $133,723,098 to $129.3 million in 1949.

Revenue to stations increased from $314.7 million in 1948 to $333.6 million in 1949, a gain of 6%. The increase was derived entirely from local retail, regional and national spot business, it was pointed out.

A large part of the station increase was ascribed to business done

(Continued on page 67)

CBS REALIGNS

Six Executives Promoted, Taylor Resigns

SIX high CBS executives were given new jobs last week in what the network described as a move to integrate television and radio activities in the areas of programming, sales, program business affairs and general program operations.

A seventh executive, Davidson Taylor, for more than two years vice president and director of public affairs, resigned.

Under the realignment William C. Gittinger, former vice president in charge of AM network sales, becomes vice president and assistant to the president—a senior management assignment.

Hubbell Robinson Jr., vice president and director of radio programs since 1947, becomes vice president in charge of network programs with general direction of all programming, both radio and television.

J. L. Van Volkenburg, vice president and director of television operations, becomes vice president in charge of network sales, directing sales for both radio and television.

James M. Seward, vice president in charge of operations, becomes vice president in charge of business affairs, network programs. Mr. Seward will handle all negotiations and contracts regarding network talent, rights and programs, literary clearances and budgets for the program department and CBS package programs, and will direct business management of all CBS program subsidiaries.

Falknor Made V. P.

Frank Falknor, one of radio's pioneer engineers, assistant general manager of the CBS-owned WBBM Chicago, becomes vice president in charge of program operations, and will move to CBS headquarters, New York. All departments and divisions of radio and television "having to do chiefly with putting programs on the air" as well as general service departments will be grouped under Mr. Falknor, the network announced.

Sig Mickelson, now director of public affairs and production manager of the CBS-owned WCCO Minneapolis, becomes CBS director of public affairs, succeeding Mr. Taylor but without the title of vice president. Mr. Mickelson a month ago was slated to move to New York as director of the CBS division of discussion [BROADCASTING, Dec. 5]. With the resignation of Mr. Taylor, Mr. Mickelson's new assignment was changed to the bigger job.

The network's official announcement of Mr. Taylor's resignation said he had taken that course because he felt he could not work effectively under the plan of reorganization.

The essence of the changes at CBS was an integration of television and radio functions—an organizational concept that was in direct antithesis to the recently inaugurated redesign of NBC.

Mr. Gittinger

Mr. Falknor

Mr. Van Volkenburg

Mr. Robinson

* * *

The unification of CBS command over the various program functions of radio and television was in contradistinction to the NBC policy of establishing separate entities of radio and television with individual commands.

Veterans at CBS

All of the executives, save Mr. Robinson, are veterans in the service of CBS.

Mr. Gittinger joined the network in 1934 as director of sales development. Soon afterward he became sales manager. He was elected vice president in charge of sales in 1940.

Mr. Van Volkenburg joined CBS in 1932 as general manager of the network-owned KMOX St. Louis. In 1936 he became assistant to H. Leslie Atlass, CBS vice president in charge of the Western Division at Chicago. In 1945 he moved to New York as general manager of CBS Radio Sales.

He became director of station administration in 1948 and a few months later was elected vice president and director of television operations.

Mr. Robinson joined CBS in 1947 as vice president and director of programs. His radio experience began with Young & Rubicam, which he joined in 1933, rising to a vice presidency. In 1944 he became vice president and director of programs of the Blue Network.

A year later he joined Foote, Cone & Belding as vice president in charge of radio, leaving that post in 1947 to go to CBS.

Mr. Seward has been with CBS since 1933 when he became a member of the production department. He was promoted to assistant to the first vice president in 1934, to assistant treasurer in 1935, to director of operations in 1942. He became vice president in charge of operations in 1948.

Mr. Falknor joined CBS in 1933 as chief engineer of WBBM Chicago. In 1937 he was promoted to chief engineer of the network's Central Division. From 1943 to 1945 he served in the Army, leaving as a Lieutenant Colonel to rejoin CBS as general manager of KMOX. In November 1945 he became assistant to Mr. Atlass in

(Continued on page 37)

PARAMOUNT

Transfers Station Interests

PARAMOUNT PICTURES Inc., under court anti-trust decree to separate its theatre-owning and movie production-distribution interests, last week filed applications with FCC to cover disposition of holdings in WBKB (TV) and WBIK (FM) Chicago and WSMB-AM-FM New Orleans [BROADCASTING, March 7, 1949].

To Paramount's accompanying request for action prior to Jan. 1, date set for the formal initial steps to effect the separation of interests, the Commission on Thursday afternoon observed that Paramount, and not the court, had set the date and FCC declared it couldn't process the applications on such short notice. FCC reported Thursday morning the applications were filed. Letter of transmittal was dated Dec. 22, FCC said.

Under the Paramount reorganization plan, submitted to the U. S. District Court for the Southern District of New York for approval early last year, the firm's theatre operating activities are to be placed under a new firm known as United Paramount Theatres Inc., while the movie production-distribution are to be placed under another new firm known as Paramount Pictures Inc.

The present Paramount Pictures Inc. itself is to be dissolved with stockholders being given stock in the new picture company and certificates of interest in the new theatre company. The latter firm is to be administered by a voting trustee under provisions whereby complete divorcement of the two new firms would be accomplished in five years. Certificates of interest in the theatre company are not convertible into stock until the holder has given up all interest in the new picture firm.

According to the transfer applications filed with the Commission, United Paramount Theatres would obtain 99% of the stock of Balaban & Katz, licensee of WBKB and WBIK, from Paramount Pictures. United Paramount Theatres also would obtain, 50% interest in WSMB Inc. through a multiple transaction. Other 50% interest in WSMB is retained by Maison Blanche Co.

In the WSMB transfer, Paramount Pictures is to turn over to United Paramount Theatres its

(Continued on page 37)

Drawn for BROADCASTING by Sid Hix

"Better wear these for protection, Flitwick, some station managers get quite abusive when they learn its a P.I. deal we offer them!"

NBC TODAY

Yearend Report Cites Record Sales

NBC's REPORT on 1949, a voluminous document, is released today (Jan. 2) covering the network's achievements in radio and TV programming and sales, and the realignment of top executive personnel for more efficient operation in both types of broadcasting. Some of the report's highlights follow:

In sales, the total gross income of its radio and television facilities reached an all-time high. Television network sales alone were fivefold over 1948, which were tenfold over the preceding year, 1947. The total gross network radio billings for the year were higher than those of any other network.

On Jan. 1, 1949, NBC had 24 stations on its television network, and by Dec. 15 the figure had zoomed to 55, 28 of which were interconnected and 27 non-interconnected.

WDAK Columbus, Ga., was added to the NBC radio network to bring the total number of radio affiliates to 171, and contracts were signed with KIT Yakima, Wash., to join the network on Jan. 1, 1950. Six radio stations improved their power.

By Dec. 1, 93 NBC radio affiliates were operating companion FM stations, as compared with 87 on Nov. 15, 1948. Four other stations also had construction permits, and two had applications pending for permits.

Top Echelon Changes

On Oct. 7, the NBC board of directors elected Niles Trammell, network president, to the position of chairman of the board, and upon the recommendation of Mr. Trammell, elected Joseph H. McConnell as president. Mr. McConnell, 43, came to NBC from RCA, where he had been executive vice president. He had been with RCA for 12 years.

In order to cope with the great expansion of NBC television, Sylvester L. (Pat) Weaver, head of radio and television for Young & Rubicam, and a former top advertising executive for the American Tobacco Co., was named to head the newly-created television network. Meanwhile, at the end of the year, separate organizations were in the process of formation for radio, television, and owned-and-operated stations.

New accounts sold by NBC during 1949 included U. S. Steel's *Theatre Guild on the Air;* The Assn. of American Railroads, *The Railroad Hour;* Bristol-Myers, *Break The Bank;* Blatz Brewing, *Duffy's Tavern;* Gulf Oil, *We, The People;* Wildroot, *Sam Spade;* American Tobacco Co., *Light Up Time,* and Liggett & Myers, *Perry Como's Supper Club.*

In the daytime, NBC sold Kraft the 15-minute five-day-a-week *Marriage For Two,* and Sealtest the 15-minute five-day-a-week *Dorothy Dix Show.* Procter & Gamble brought *Welcome Travelers,* a half-hour daytime series, Monday through Friday, to NBC from a competing network and also purchased NBC's *Lorenzo Jones.*

In addition, these six NBC-created package programs were sold during the last two months of the year: *Dragnet* to Liggett & Myers; *Baby Snooks Show* to Lewis-Howe; *The Halls of Ivy* to Schlitz Brewing; *Screen Directors' Playhouse* to RCA Victor; *One Man's Family* to Miles Labs., and *Richard Diamond* to Helbros Watch Co.

82% Renewal

Eighty-two per cent of the 1949 NBC advertisers renewed their contracts during 1949. Twenty-seven of these advertisers have been on NBC for over 10 years.

New business came from 26 U. S. advertisers on the NBC radio network, while evening advertisers at the end of the year were using a greater proportion of NBC's affiliated stations than ever before.

The average program was carried by 148 NBC stations, or 87.6% of all affiliates, as compared with 141 stations or 83.9% of all affiliates for 1948. In 1945 the average program was carried by 82.1% of the stations.

Concomitant with the television set increase (to 3,700,000 at year's end) was the tremendous growth of stations in the U. S. In January 1949, NBC had 24 stations. By December 1949, the total was 55, or more than double the number at the start of the year.

New advertisers and old flocked to NBC television. Bringing in new programs, some of them NBC packages, were R. J. Reynolds Tobacco Co., National Dairy, Mohawk Carpet Mills, Buick, U. S. Tobacco, P. Lorillard, Firestone, Pabst Sales Co., Miles Labs., American Cigar & Cigarette Co., Chesterfield, Bristol-Myers, Lever Bros., Cities Service, Gulf Oil, Admiral, Elgin-American, Ronson Art Metal Co. and Hamilton Watch.

Of the well-established programs continuing on NBC television throughout the year, Milton Berle's *Texaco Star Theatre* remained the nation's number one video program by a wide margin; Chevrolet *Tele-Theatre, Colgate Theatre* and *Philco Television Playhouse* ranked among the top dramatic programs, as did the *Kraft Television Theatre,* video's longest-running continuous drama show. Gillette Safety Razor Co.'s Friday night boxing bouts were a top sports attraction.

Maintaining its top position in the world of research and engineering for video, NBC was authorized by the FCC to build the nation's first experimental ultra high frequency station in Bridgeport, Conn., which was completed by the end of 1949. Elimination of venetian-blind type of interference in fringe areas was announced by O. B. Hanson, NBC vice presi-

(Continued on page 69)

FCC Actions

PROPOSED decision to renew licenses of Don Lee stations KGB San Diego, KDB Santa Barbara, KFRC San Francisco and KHJ-AM-FM Los Angeles, and initial decision to deny renewal to KXXL Reno, Nev., reported by FCC last week. Six station transfers approved, including sale by Merritt C. Speidel of certain of his radio interests to associate John Ben Snow. Details of these and other FCC actions are given in Actions of the FCC on page 60 and FCC Roundup on page 68.

FM AUDIENCE

ARB Studies D. C. Area for NAB

AN AUDIENCE comprising 7.3% of the Washington metropolitan area population, or 102,200 people, listens to FM broadcasting an average of 1 hour, 46 minutes per day, according to a study conducted by American Research Bureau for the NAB FM Executive Committee.

One of a series undertaken by the committee, headed by Cecil D. Mastin, WNBF-FM Binghamton, N. Y., the survey covers the highly competitive nation's capital and environs, having 3 FM-only stations, 4 AM-only, 10 AM-FM and 4 TV stations, a total of 31.

Techniques Utilized

Results of the study, prepared by Arthur C. Stringer, NAB staff director and secretary of the FM Executive Committee, are based on field work employing both diary study and interview techniques. This field work was conducted Oct. 15-31.

The survey shows that 51,282 families (13.2%) in the area own sets capable of receiving FM. This is based on the Census Bureau's figure of 388,500 families as of Jan. 1, 1949.

On the basis of 3.5 persons to the family, the potential FM audience is 179,487 compared to 102,200 actual listeners (7.3% of the 1,402,000 population who actually listen).

Taking this 102,200 figure, with an average of 1 hour, 46 minutes listening per day, American Research Bureau calculated that FM listening on an average day amounts to 180,553 person-hours.

Of the FM set owners, 87.2% of owners interviewed felt that FM reception was worth the additional cost, 10.9% felt it was not and 1.9% were undecided. Depth interviewing was employed to show why families bought FM sets and how they felt about it.

This technique showed that 68.2% of persons interviewed bought an FM set "for a particular purpose such as less static, higher fidelity, wider choice of programs or the prestige of having an additional type of radio reception," according to the NAB committee.

The other 31.8% of FM owners acquired them for reasons other than those mentioned above, some receiving FM sets as gifts.

In its finding that 13.2% of the persons interviewed had sets in working order capable of receiving FM in their home, the researchers excluded sets not in working order.

Because set owners often report FM ownership when they actually do not have one, the interviewers inspected each reported FM set and recorded type of equipment as well as length of ownership.

Average length of FM set ownership was found to be 15 months, distributed as follows: FM-AM, 75.5% of sets capable of receiving FM; FM-AM-TV, 10.9%; FM-only, 9.1%; FM-TV, 4.5%.

Producers of Washington owned sets, capable of receiving FM, and ownership percentages, are: Philco, 17.3%; RCA-Victor, 10.9%; Stromberg-Carlson, 8.2%; Zenith, 8.2%; Emerson, 7.3%; Westinghouse, 6.4%; Admiral, 5.5%; Silvertone, 5.5%; Magnavox, 4.5%; 19 others, 26.2%.

American Research Bureau used an area sample of 1,000 persons for the diary study and interviews. Listening results are compiled in terms of people, not families. The diary study, based on a sample chosen by the probability method, records the total listening of the one person with whom the diary was placed. It records his listening through the entire week, covering programs heard at home, in the office, in automobiles, taxis, buses, restaurants and other public places. The completed diary shows the total listening of the one person rather than parts of the listening done by a varying number of persons within the family.

Personal Interviews

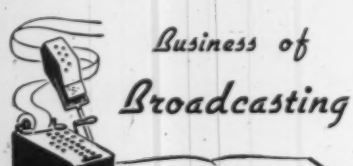
Besides the diary study, 932 personal interviews were conducted with heads of the family group.

Members of the NAB FM Executive Committee, besides Mr. Mastin, are Matthew H. Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Ray A. Furr, WIST (FM) Charlotte, N. C.; Milton L. Greenebaum, WSAM-FM Saginaw, Mich.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.

The Laundryman Calls by Radio

MORE AND MORE housewives are deciding to do their laundry at home, and more and more empty-binned laundries are wondering what to do about it. One hundred and thirty such laundries, members of the Chicago Laundry Owners' Assn., have found a solution.

Early in 1949 the association picked up an inexpensive tab on a local show built by WBBM-CBS Chicago. It is called *Pickup Time*, and is custom-styled for the laundry group. The format requires a personalized approach, as the daytime show needs to appeal directly to housewives in the home.



One of a Series

The sales message is of necessity "institutional," but not in the usual formalized sense. Because no specific item or concern could be promoted in 15 minutes, the show "sells" time-saving and health-saving qualities of laundry service.

The program was designed to sell laundry service and also to buck cash-laden competition of the major soap manufacturers, who last spring were spending an estimated $30,000 weekly in time alone on Chicago stations. Their appeal to thrift and economy was basic.

Because WBBM has a high listenership rating early in the morning, John W. Shaw Agency, Chicago, asked station executives to work up a program with mass appeal to women. Program Director Al Morey and Local Salesman Stan Levey developed a show around a fictitious but friendly laundry route man, Patrick O'Riley.

Fifteen announcers were auditioned for the part, but each was found to have a voice that was too professional or false. Show planners found exactly what they wanted—a warm, friendly personality and a voice that could sell good will — in Val Sherman, WBBM program manager who had been away from air work for about six years. Mr. Sherman re-transferred his talents to the microphone to sing and talk the role of Patrick O'Riley.

Adlibs Show

Patrick adlibs the entire show, building patter and songs around jokes sent in by listeners. The five women sending in the best jokes each week are given a week's laundry service free. Mr. Sherman, who has a deep, resonant baritone voice, works with Singer Jeanne MacKenna and a five-piece musical combo headed by Harold Kartun.

Mr. Sherman and Miss MacKenna are used also by Shaw agency in live presentations before non-member laundry owners in the city and suburbs to get them to join association activities. The agency believes it has converted the association from a "strong tendency" to use newspaper space. This was preferred previously because a laundry owner can list his name and address for reference. No specific laundries or addresses are mentioned on the air because of the 130 members and time limitations, which means that non-members can actually benefit from the advertising without paying for it.

During the past year, the association has made an all-out effort to re-establish a wide public relations front. All advertising was suspended in the war years, when every laundry had a surplus of orders. Radio this year has been the core of the group's campaign, and the show is frequently backed-up by 60-line ads in daily newspapers on radio pages.

The reason for a renewal contract early in December, in the opinion of John Toomey, executive secretary of the association—"*Pickup Time* is maintaining for our laundries more of a normal level of business. Laundry business is down all over the country, but it's down less in the Chicago area because of our radio promotion."

Radio's Good Effect

Association President John G. Shaw (no relation to John W. Shaw of the agency) is convinced "radio has a psychologically good effect for an association campaign, because it has substance and consistency to it.

"In addition to customers and potential customers, the program is followed with interest by laundry plant owners and their families. The format of the show, with Patrick O'Riley's personality, makes the laundry route man a pretty good guy. The general good tone and public relations value of the show seem to be appreciated all around," he observed.

The association was organized in 1909 as a local trade group, and has members from Chicago proper and its many suburbs. Most of the 130 members contribute to the advertising program on a pro rata assessment based on the number of routes operated by each laundry.

"Handling advertising for a good-sized trade association calls for equal parts of strong planning, patience, perseverance and good luck," Jack Shaw of the agency concludes.

Cites Pre-Planning

"In every association there are a few who don't believe in what you're proposing. They are the targets for your arguments. If you can talk to the skeptics with enough strength and conviction, you can make your point with the whole committee. Pre-planning here is more important than on any other type of account. It is vital that you spell out exactly what you mean to do so there is no gap or misunderstanding. Take those tactics with a reasonable amount of good luck and you can get a campaign started. Once in motion, the most important thing to do is to continually merchandise your campaign to individual members. Let them know exactly how it's working and what good it is doing them."

Account Executive Larry Scott and Radio and Television Director Robert Zelens have worked with the station in the informal approach to commercials advocated by CBS. The talkative and friendly messages have been enhanced by the techniques of Val Sherman, known in Chicago as the "near-beer Arthur Godfrey."

The show is a three-a-week feature, Mon.-Wed.-Fri., 8:30-8:45 a.m. Laundry owners are getting good results, and Mrs. Chicago lives an easier life.

* * *

EASY-GOING commercials are planned carefully in advance for an effortless approach. John Toomey (l), secretary of the Chicago Laundry Owners' Assn., confers with Val Sherman (c), *Pickup Time's* Patrick O'Riley, and John G. Shaw, president of the association.

XUM

DON LEE RENEWAL PROPOSED

FCC Reluctant To Deny

By RUFUS CRATER

IN A DECISION which may guide its approach to future network-affiliate relationship cases, FCC proposed last Wednesday to renew the licenses of Don Lee Broadcasting System's five owned stations for want of a penalty short of a "death sentence" [CLOSED CIRCUIT, Dec. 26, 1949].

The Commission found Don Lee guilty of violating FCC's network regulations which deal with network option time, forbid exclusive affiliation agreements, and give affiliates the right to reject network programs. However, the majority said in a 4-2 proposed decision:

"Except in an aggravated case, the Commission is reluctant to impose a sentence on a licensee which not only terminates his existing operations but would preclude him from holding any other radio licenses. Had we the authority to order a suspension, assess a penalty or impose some other sanction less than a 'death sentence' we should have no hesitancy whatsoever in doing so in this case."

When made final, the decision will bring FCC one step nearer solution of the cases in which four owned stations of NBC and three of ABC have been put on temporary licenses [BROADCASTING, Nov. 7, 1949]. FCC has said it is holding up these renewals pending the Don Lee decision because similar questions are involved. Another key to solution of the ABC and NBC cases is the pending spot representation question, which also is delaying renewals for four CBS owned stations.

Don Lee, West Coast regional which consisted of 37 stations at the time of the hearing in January 1947, is licensee of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ-AM-FM Los Angeles. All would get renewals under FCC's proposed decision.

Other Applications

In the case of other Don Lee applications, the Commission proposed to (1) put the San Francisco television bid into the pending files until the freeze is lifted; (2) grant a petition for amendment of KGB's application for 5 kw on 1360 kc and hold further hearing on technical issues; and (3) continue KFRC's FM application in hearing status for further study of technical aspects.

FCC's 4-2 split on the renewal question saw Chairman Wayne Coy and Comr. Frieda B. Hennock voting to deny, while Comr. Rosel H. Hyde, who conducted the hearing, and Comrs. George E. Sterling, E. M. Webster and Robert F. Jones voted to renew. Chairman Coy and Miss Hennock issued separate dissenting opinions, and Comrs. Webster and Jones wrote additional concurring opinions.

The majority's reluctance to employ the "harsh" penalty of license refusal, and its announced desire for a lesser sanction, were taken as indications that renewed efforts would be made to secure cease-and-desist powers or authority for some other intermediate penalty. Comr. Hennock said in her dissent that "it would certainly be salutary" for Congress to consider the problem and design lesser sanctions if possible.

Issuance of a proposed rather than final decision occasioned surprise, since (1) no contest is involved, Don Lee being the only party, and (2) the decision is to renew, not deny. FCC authorities said the procedure was employed so that Don Lee would have opportunity to protest any of the findings and conclusions to which it objects. Whether the network would thus risk its licenses again is another question.

The majority held flatly that Don Lee had violated the network regulations. The majority decision said:

The network officials, and Weiss in particular [Lewis Allen Weiss, Don Lee board chairman, formerly vice president and general manager], were most candid in admitting their conduct and their attitude toward the Chain Broadcasting Regulations, though they did deny that their actions amounted to violations of the regulations.

However, in light of their statements it is apparent that the violations of the regulations were either deliberate or the result of complete indifference. Weiss clearly admitted in his testimony that he did not believe in the enforcement of Commission regulations which he felt were inconsistent with the economic interests of Don Lee.

He regarded these portions of Don Lee's network affiliation contracts which complied with the Chain Broadcasting Regulations as necessary evils imposed by the Commission and that, if strictly adhered to, they would probably result in the end of network broadcasting as it was then carried on by Don Lee. To him, the interests of the network were paramount and economic practicalities governed the conduct of the network toward its affiliates rather than the provisions and purposes of the Commission's regulations. . . .

. . . The intent of the regulations to insure that licensees remain in control of and responsible for the operation of their stations was effectively frustrated. . . .

But the absence of authority for FCC to impose any intermediate penalty left the majority "disposed to afford Don Lee a final chance to demonstrate its ability to comply with the Commission's rules and regulations in the light of the enunciation of their scope and import in this decision."

Further, the majority noted, Mr. Weiss last January filed an affidavit "in which he undertook to personally guarantee that, in the future, Don Lee would not, in any manner, violate the Commission's Chain Broadcasting Regulations."

Comrs. Coy and Hennock, however, argued pointedly for denial, and Comr. Jones said his vote for renewal was premised on FCC's own failure to designate other networks for hearing despite "complaints and other facts" which "parallel the prima facie evidence" on which Don Lee was set for hearing in 1946.

"Since no other major networks' licenses have been designated for

(Continued on page 41)

AWARDS SHUNNED

Networks Chilly To Project

By EDWIN H. JAMES

"POSTPONEMENT" of the first radio and television award dinner which was announced for Jan. 13 in New York [BROADCASTING, Dec. 19, 1949] was under consideration last week because of the reported inability of the sponsors to evoke network interest in the project.

Although the names of six high NBC executives appeared on the "sponsoring committee" of the awards as announced three weeks ago, it was learned that since that time NBC's attitude toward the project has cooled.

CBS—the network that all observers agreed would be apt to win a large portion of any program awards—had been chilly toward the project from the beginning, it was belatedly learned last week.

Stanton 'Resists'

When first approached for his endorsement of the plan for the first radio and television awards dinner, Frank Stanton, CBS president, in a friendly but firm letter to one of the originators of the plan, said he tended to "resist the whole concept of awards in the creative field."

It was noted that the only CBS executive whose name appeared on the sponsoring committe was H. Leslie Atlass, vice president in Chicago.

The proposal for the radio and television awards dinner, it was learned, was originated by *Radio & Television Best*, a fan magazine, which also solicited the cooperation of the Mark Hellinger Fund of the Heart Assn. According to the announcement of the project, proceeds from the dinner, at which a plate was to be worth $25, would be contributed to the Heart Fund.

Although the sponsors were unable to arouse wholehearted support from the networks, they began rounding up talent to perform at the dinner. Milton Berle, a tireless participant in charity events, agreed to be chairman of the dinner committee. After Mr. Berle, one of the most glittering properties at NBC, accepted the chairmanship, NBC lent the names of its executives to the sponsoring committee.

In his letter addressed to Harold L. Crossman, publisher of *Radio & Television Best* magazine, Mr. Stanton said:

Speaking quite frankly, I tend to resist the whole concept of awards in the creative field. For one thing—and this is probably due to my past experience as a research man—I am skeptical of the procedures for selecting the winners.

This is especially true in radio but it applies generally to other fields as well. For another, such critical appraisals do not work the same in radio as they do in creative fields where the product can be sought out by the public.

For example, when a book wins a Pulitzer prize or a movie wins an Oscar, the public attention is focused on the product and the acclaim has a very constructive effect. In radio and television, however, by the time the prize is awarded the public has no opportunity to sample the product that was singled out for recognition.

This whole field is one that we have explored very carefully both within and without the NAB framework. Each time I have gone through it I have come away with a rather negative attitude as you can see from what I've said.

Mr. Stanton's sentiments were vigorously seconded last week by Sydney H. Eiges, NBC vice president in charge of press who has coordinated NBC activity in the awards projects. Mr. Eiges explained it was only after Mr. Berle had agreed to participate that the NBC executives followed suit.

The names of ABC and Mutual executives also appeared on the sponsoring committee announced three weeks ago. That the interest of those two networks in the awards was hardly warmer than that of CBS and NBC was indicated in the report that both ABC and Mutual had authorized Mr. Eiges to represent them at one or more meetings held with the award sponsors, neither bothering to send a representative of its own.

Since the awards were intended to be given network programs, it seemed the sponsors of the project would be hard pressed to sell tables at the dinner, if it came off, unless the networks suddenly warmed up to the whole idea.

W. B. DONER (l), president of W. B. Doner & Co., Detroit advertising agency, chats with Max Shaye of Grosse Pointe Foods and Big Bear Markets at a cocktail party celebrating the 13th anniversary of Doner firm last month.

PUBLIC SERVICE

Impressions Top 11 Billion

AN ESTIMATED 11,680,385,000 radio listener impressions were obtained for public service projects during the first 40 weeks of 1949 by The Advertising Council Inc., New York, according to the group's year-end statement issued last week. During that period, the council reported, it enlisted support for 13 top-priority campaigns and minor support for 34 other projects.

During 1949, 137 network and regional radio advertisers cooperated with the council by presenting public service material on programs regularly. In addition, more than 150 sustaining programs of the four major networks participated in the council's Radio Allocation Plan, broadcasting messages on a regular schedule.

Substantial Gain

The listener-impressions figure represented a gain of 754,490,000 over the same period last year.

All sponsored simulcasts broadcast a number of messages in support of council projects, the report stated. These included Arthur Godfrey, *We, the People*, *Break the Bank*, the five World Series games and a few others. Television support of campaigns is on the increase, the group stated, and improvements on services offered by the council to TV advertisers, networks and stations, will be made this year.

CLAY MORGAN

Resigns as NBC Executive

CLAY MORGAN, assistant to the president for 12 of his 13 years as an NBC executive, has resigned from the network to become an independent public relations and publicity consultant.

Prior to joining NBC in the fall of 1936, Mr. Morgan had spent 17 years with the French Line in New York, for 13 of which he was the firm's director of publicity and public relations.

Niles Trammell, NBC board chairman, stated: "We wish every success to Clay Morgan in the service he plans to carry on with individual clients who can use his great experience in public relations."

ANAHIST ON MBS

Buys 'Falcon,' Quiz Show

THE Anahist Co., New York, maker of the new antihistamine for colds, is sponsoring two national network programs [CLOSED CIRCUIT, Oct. 31] effective Jan. 1 on 345 MBS stations.

The company sponsors *The Falcon* Sunday 7-7:30 p.m. and *True or False* Saturday, 5-5:30 p.m. Contracts were placed through Foote, Cone & Belding, New York.

Mr. CONE

Mr. GRAHAM

Mr. PEABODY

* * *

ADVISORS

Peabody, Graham, Cone Named by Sawyer

SELECTION of Stuart Peabody, the Borden Co., as chairman, and Philip L. Graham, president of WTOP Inc., Washington and Fairfax M. Cone, Foote, Cone & Belding, as vice chairman of the U. S. Commerce Dept.'s Advertising Advisory Committee was announced last Thursday by Commerce Secretary Charles Sawyer.

Committee officers were selected by nomination and vote of the 18-man advisory group appointed last month [BROADCASTING, Dec. 19, 12, 1949] by Secretary Sawyer to advise him on advertising industry problems.

Announcing the officers, Mr. Sawyer stated: "I am looking to this committee not only to do a good technical job for the advertising industry but also to help the Dept. of Commerce serve better the interests of all business.

In accepting the appointment, Mr. Peabody, assistant vice president of The Borden Co., said he felt the support of a larger number of advertising personnel should be enlisted, and that the committee will name several subcommittees shortly.

Currently the director of The Advertising Council, Mr. Peabody joined the Borden Sales Co. in 1924 as advertising manager. In 1930 he became advertising director for the company. He was appointed an assistant vice president in 1946. He is past president of Assn. of National Advertisers, and past chairman of the Advertising Research Foundation.

Mr. Graham is publisher of the *Washington Post*, which assumed 55% of WTOP Washington early last year [BROADCASTING, Feb. 14, 7, 1949]. Mr. Graham also is a director of the American Security & Trust Co., The Advertising Council, and other organizations. Additionally, he is a member of the board of trustees of the Committee for Economic Development.

Mr. Cone, chairman of the board of Foote, Cone & Belding in charge of the agency's Chicago operations, has been associated with FC&B and its predecessor, Lord & Thomas, for the past 20 years. He is a member of the board of directors of the American Assn. of Advertising Agencies, The Advertising Council and Advertising Federation of America. He also is director of the Chicago Assn. of Commerce.

BUICK'S BUDGET

Some $150,000 for Radio-TV

THE BUICK Motor Division of General Motors is launching the most comprehensive advertising campaign in its history to promote the new 1950 line of cars. Radio, television and printed media will be used.

Kudner Agency Inc., Buick's New York advertising agency, has placed orders for spots on both radio and television in a volume greatly exceeding any previous use of this media by the manufacturer. It is estimated that the one-week radio and TV campaign will cost approximately $150,000.

Effective Jan. 2, 80 stations will carry the spots in 32 markets and 60 television stations will be used in 45 markets.

ROBERT NATHAN

Talks for Labor on ABC

ROBERT R. NATHAN, consultant for the CIO and noted economist, will take over labor's 15-minute commentary on ABC's continuing labor-management news series beginning Tuesday, it was reported last week. He will be heard 10:45-11 p.m. on behalf of the CIO for a period of eight weeks.

ABC has set aside, for the past few years, its Tuesday 10:30-11 p.m. period for news interpretations by representatives of both groups. Network has donated the time as a public service policy. Simultaneously National Assn. of Manufacturers officials will offer *It's Your Business* beginning Tuesday at 10:30. After completion of the eight-week period, the U. S. Chamber of Commerce will take over the program, it was learned, while the AFL, which buys time on Mutual, will speak for labor.

FCC IN '50

Faces Major Policy Decisions

A HOST of major policy decisions vitally important to radio and television dominates FCC's list of "things to do in 1950."

Many were on the list a year ago. Others have been added by developments during the current year.

Comr. George E. Sterling calls them "the most perplexing and important problems and unanswered questions" that have faced government and the radio industry since "the days of the Hoover Conferences of 1922, 1923, and 1924."

His list—and he points out that they are problems to which both government and industry are directing their efforts—include:

"... the destiny of FM;

"... the impact of TV on aural broadcasting;

"... whether we shall have a new North American Regional Broadcasting Agreement and, if so, at what cost;

"... the clear-channel docket;

"... the TV allocation structure including the vital color issue, Phonevision and Stratovision;

"... whether or not an allocation of microwave frequencies should be made for theatre television;

"... interconnection of broadcasters' inter-city relays [for television] with those of common carriers, and interconnection of the facilities of common carriers;

"... utilization of the spectrum as it concerns industry versus government;

"... final implementation of the Atlantic City Convention (on international radio);

"... frequency allocations dependent on the success of the Provisional Frequency Board and the next High Frequency Broadcasting Conference;

"... the plight of the Western Union;

"... whether or not there should be a merger of the international radiotelegraph common carriers."

FCC is not the sole or final authority on the solution of some of these matters, particularly those involving international arrangements. But, said Comr. Sterling: "I feel certain that the Commission during the New Year will put its shoulder to the wheel for the purpose of tackling each and every one of the problems on which it has responsibility and jurisdiction, with the intent of looking back next year at this time on a year of considerable accomplishments."

On the strictly broadcast front other problems await decision. These include the question of the

(Continued on page 36)

'50 OUTLOOK

Yearend Roundup

More Sound Optimistic Note

PRESENT level of radio expenditures will be continued in 1950 by several national advertisers, supporting the facts and predictions in the annual BROADCASTING forecast published in the Dec. 26 issue. Their replies were received too late for inclusion in the forecast.

Some increase in total station revenues is forecast by station and representative interests, whose replies also arrived too late for the all-industry roundup.

Additional comments follow:

Advertisers

Hudnut Sales Co., New York, is putting "a great deal of money in radio" since taking over the Walter Winchell program as of Jan. 1, according to D. L. Bryant, advertising director. "We will also be advertising through the chain store group on television," he added, and predicted the Warner and Hudnut companies will have "a very prosperous year in 1950."

International Harvester Co. plans to spend the same amount for radio in 1950 as it spent in 1949, though budgets have not been finalized, according to W. O. Maxwell, assistant manager, Consumer Relations Dept. Mr. Maxwell said the company's only TV experience in 1949 was an experimental program on WGN-TV Chicago during the International Livestock Show, and the firm has no immediate television plans.

Nash Motors is figuring on an increase in both radio and television budgets during 1950, according to J. B. Huntress, assistant director of advertising and sales promotion.

Great Atlantic & Pacific Tea Co. operates on a fiscal year ending in February and has not made up advertising budgets, according to Hudson S. Robbins, of Business Organization Inc., New York, public relations counsel for the company. "So far," he said, "our advertising in connection with the recent anti-trust action has been limited generally to newspapers and radio stations receiving our regular consumer advertising."

E. R. Breech, executive vice president of Ford Motor Co., predicted the company and the entire automotive industry will continue to play a major supporting role in the nation's economy. J. R. Davis, sales and advertising vice president, estimated the industry's 1950 market between 5 million and 6 million vehicles.

Stations

James G. Riddell, general manager of WXYZ Detroit, expects little change in the 1950 time sales picture and hopes to maintain expenses on the present basis. "Business in Detroit depends so much on the automobile business that it is watched very closely by all Detroit business concerns," he said. "It appears that automobile business in 1950 will be highly competitive which will mean better business conditions in Detroit."

Mr. Riddell

Mr. Terry

Anticipating a 3% increase in radio revenue, Hugh Terry, vice president and manager of KLZ Denver and NAB District 14 director, looks for a 5% gain in operating expenses with general business remaining at the 1949 level. He said, "Total dollars in radio should be increased slightly due to more intelligent and more intensified sales efforts, but the radio dollar (AM, FM, TV) will go in greater amounts to the better stations and networks, with possible decreases otherwise. More attention to operating costs should keep profits level. This area is diversified and growing in sales and population. Business should be good in 1950."

John R. Bailey Jr., manager of KVOC Casper, Wyo., foresees no change in overall radio revenues but expects local sales to increase, especially in the automotive and department store categories. He figures general business will be at the 1949 level. "We should do better," he added, "as we are a comparative newcomer."

Speaking for the J. G. Long stations (Long Texas Group), Bryan Powell, general manager, said general business in the Southwest Coastal Area will be "much better" but competition will equalize any gains for the stations.

Representatives

George W. Bolling, president of the Bolling Co., station representative, expects a bigger revenue year overall, locally and nationally, with AM time sales going up 8.5% and TV 50%. Largest increases will come from drug, auto, TV, food and beverage fields, he believes. General business will increase about 4% next year, he predicted, with radio operating expenses going up 6%.

G. W. Brett, vice president and sales manager of The Katz Agency Inc., New York, looks for an overall bigger year for radio in 1950. AM and TV will increase their volume, he thinks, and general business will improve. He points out, however, that "business will not bestow its favors evenly; they will vary with local economic conditions and competition," adding that members of his firm are "bullish in our outlook."

Mr. Brett

Mr. Bolling

In Canada, Stuart MacKay, sales manager of All-Canada Radio Facilities Ltd., Toronto, says "1950 looks good in Canada, and prospects are that retail sales will hold up. . . . Radiowise it is getting very hard to obtain time for national accounts in healthy allotments. Small retail items are being advertised more and more by radio."

Jack Davidson, general manager

(Continued on page 42)

'KIST' by Butcher

HARRY C. BUTCHER, former CBS vice president and now president of NBC's KIST, Santa Barbara, Calif., never misses a chance for a good promotion stunt. Mr. Butcher decided during the Yuletide season he should make good use of the station's antenna which towers over the city from atop the town's tallest building. He ran up a wreath of mistletoe to the top of the mast "so the entire population can feel free to get 'KIST' for Christmas."

BMB's Statement

WITHIN the next few weeks the Broadcast Measurement Bureau will publish the results of its second survey, a survey which is confidently expected to produce much better and more extended figures than did the first 1946 survey. In making this survey, it must be borne in mind that the Bureau has secured definite statistics on every radio station in the United States.

The great pity of it is that for various understandable reasons, this wealth of material can not be made available to advertisers, agencies, broadcasters and the public generally. Because there has not been a more widespread support of this advertising tool which has been formed by the broadcasters themselves, the industry generally is deprived of one of the best answers it could have to the claims of competing media.

The principle of a tri-partite undertaking in which advertisers, agencies and broadcasters join to produce comparable results for all radio stations in the country, is too valuable and too basic to be allowed to pass from the scene. Therefore, committees of the AAAA, the ANA and the NAB are now at work on formulating some plan for the future of audience research. Were the broadcasters at this point to abandon the plan that they set up in 1944, it would be construed as an admission of complete lack of confidence in our own industry as an advertising medium and in the results that it has produced and can produce for advertisers. We believe that the costs can be materially reduced. However, even with the costs of the first and second survey, the percentage of the advertising dollar that has been devoted to fashioning this sales tool has been very small.

If the majority of the broadcasting stations in the country will support the final plan that comes out of the meetings of these various committees, it will assure the continuance of one of the most important steps that broadcasting as an advertising industry has taken in the course of its short and magnificent existence.

BMB STUDY

Delivery of Second Report Again Delayed

BMB'S REPORT of its second nationwide study of station and network audiences moved into the list of upcoming events for the new year last week. BMB for the second time was forced to postpone the announced date for delivery of the reports to station and network subscribers and to members of the American Assn. of Advertising Agencies and of the Assn. of National Advertisers.

The report had originally been scheduled for publication around the first of December, that date being later postponed until Dec. 27.

After delays in tabulation had made another postponement necessary, Dr. Kenneth Baker, NAB director of research who is supervising the 1949 study as acting president of BMB, declined to set another definite date for the report's appearance. From the fact that 22 states had been completely processed late last week, however, it can be assumed that if this rate is maintained the full report should be ready for delivery before the end of January.

CBS PHOENIX CASE

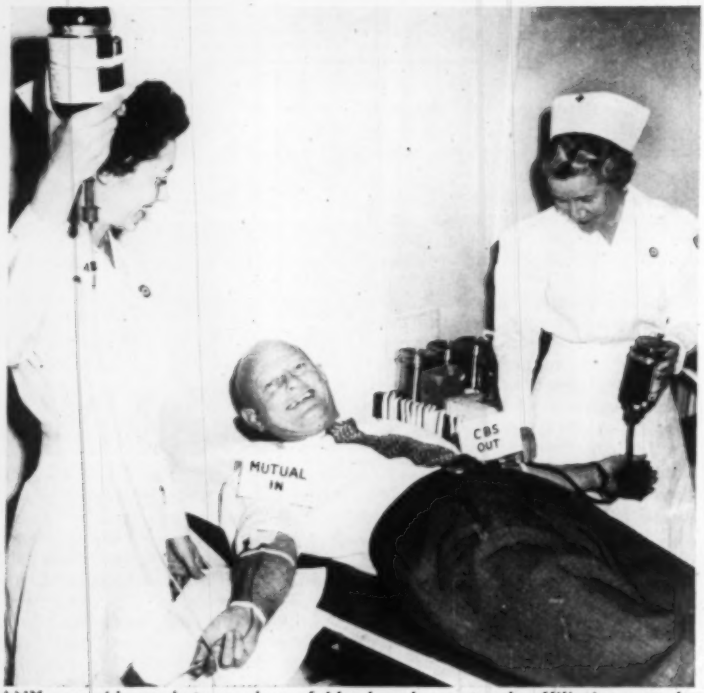
Boies Denies Signing Letter

L. C. BOIES, sheriff of Arizona's Maricopa County, did not sign the letter which carried the names of several local officials in protest against the CBS switch of its Phoenix affiliation from KOY to KOOL, BROADCASTING has been told.

A Dec. 22 telegram bearing his name said the "purported signature" on the letter "is not mine," that "allegations in [the] letter are not consistent with facts," and that "[I] heartily deplore my name being used in such reprehensible and unauthorized manner."

The letter in question, sent out over the names of several local authorities, reportedly went to CBS affiliates throughout the country [BROADCASTING, Dec. 19, 1949]. It said "your future is threatened" and warned that "if a 'deal' can be made in Phoenix, a 'deal' can be made in your town."

Effective Jan. 1, CBS moved its affiliation from KOY, which feeds CBS programs to KTUC Tucson, to Gene Autry's KOOL and to KOPO Tucson, in which the CBS cowboy star has an interest, as well as to KCKY Coolidge, the latter two on a "bonus" basis. KOY, KTUC and KSUN Bisbee, comprising the Arizona Network, meanwhile have signed with Mutual-Don Lee, also effective Jan. 1.



ANY resemblance between loss of blood and a network affiliation may be entirely coincidental but apparently that doesn't hold true at KTUC Tucson, Ariz. Lee Little, president and general manager, demonstrates fact that KTUC is switching from CBS to Mutual, while actually donating a pint of blood taken by nurse at the right. Meanwhile, Mr. Little may be musing whether the potential recipient of the blood will begin giving CBS cues, promoting that network or even become baldheaded. In any event, CBS moves its affiliation from KTUC to KOPO, in which Gene Autry holds stock. Affiliation was slated to become effective yesterday (Jan. 1).

Jolliffe's Ratings

RADIO science's 10 major developments during the past 50 years were listed last Friday by Dr. C. B. Jolliffe, executive vice president of RCA Laboratories. They are: 1. wireless communication; 2. electron tube; 3. radiotelephone communication; 4. radio broadcasting; 5. all-electronic television; 6. facsimile-radio-photo and Ultrafax; 7. radio navigation and direction finding aids—Loran, Shoran, Teleran; 8. radar; 9. radio remote control; 10. microwave radio relay systems.

SCHIFF OUTLETS

KLAC-AM-TV Not for Sale

KLAC and KLAC-TV, Los Angeles stations owned by Dorothy Schiff, are not for sale, Mrs. Schiff announced last week. In a formal statement, she reported turning down two offers in excess of a million dollars.

"From progress reports of late, it appears that KLAC-TV will be one of the first television stations in a major city to strike the black," her statement said.

Declaring that it is her intention to remain in the television and radio business, her statement made no mention of KYA, but it is understood that the San Francisco station also has been withdrawn from the market.

Mrs. Schiff was known to have been negotiating for sale of the stations even after Warner Bros. withdrew as a buyer last Aug. 2. The film company had offered $1,045,000 plus paying for the capital investment Mrs. Schiff had in TV as well as deficits resulting from operation. Entire deal reportedly came to approximately $2 million. It is further reported that nearly $1 million of Warner Bros. money went into operating KLAC-TV while the sale was pending. This sum was to have been included in the sale price. It is now owed Warner Bros. by Mrs. Schiff and is to be repaid over a four year period.

NEW NARBA HOPE

Cuba for 'Status Quo'

HOPES for success in reaching a new NARBA treaty shot upward last week as Cuba, whose channel demands imperiled negotiations at Montreal last month, formally subscribed to the interim "status quo" policy of other nations.

At the direction of Cuban President Carlos Prio Socarras, this decree was issued by the island nation's Minister of Communications, Arturo Illas Cuza:

In order to insure the successful conclusion of this conference (NARBA), it is essential that during the recess and until a new agreement is adopted, the nations abstain from any action with respect to the assignment of radio stations which would prejudice the future negotiations of this conference.

This includes the authorization of changes or increases in power or the change of frequencies or the creation of new frequency assignments that could have the effect of producing or augmenting the interference to stations in other countries.

U. S. State Dept. officials immediately launched plans to get U. S. preparations for the Feb. 1 U. S.-Cuban conference in motion. Initial meetings may be held this week. It was also recommended that the industry advisory delegation be permitted to attend the conference along with government delegates.

With the NARBA conference in recess until April 1, the U. S.-Cuban sessions are designed to work out an agreement on frequency assignments for Cuba. The far-reaching nature of Cuba's demands, affecting U. S. clear, regional and local channels, led to the current recess in the conference itself [BROADCASTING, Dec. 5, 12, 1949].

Havana Meet

The U. S.-Cuban meeting will be held in Havana. FCC Comr. Rosel H. Hyde, who headed the U. S. delegation at Montreal, is expected to go to Havana in the same capacity, although no official announcement has been made.

Nor has there been any announcement of the place for the April 1 resumption of the full NARBA conference, except that it will be in the U. S.

While U. S. authorities appeared pleased by Cuba's "status quo" decree, the announcement did not make clear whether the status quo relates to Cuban assignments made prior to the expiration of NARBA last March 29, or whether it also includes assignments made since that time.

It was assumed that the announcement was made not only to apprise other NARBA nations of Cuba's position, but also to facilitate Cuban licensing procedures. Since Cuba has no formal radio regulatory body, the expiration of NARBA would make it necessary for the Minister of Communications to grant any application that might be filed, so long as it met Cuban standards. With this decree, the Minister has presidential authority to reject applications which would interfere with foreign assignments.

BAMBERGER CHANGE

Name Now General Teleradio

A CHANGE in the name of the corporation operating WOR New York from Bamberger Broadcasting Service to General Teleradio Inc. was announced Friday by Theodore C. Streibert, WOR president. The company also operates WOR-FM WOR-TV, both New York, and WOIC (TV) Washington.

In making the announcement, Mr. Streibert said: "Of course we are known primarily by the name WOR. The only purpose of the change in our corporate name is to make it more descriptive of our broadcasting and television activities." The change became effective the first of the year.

Fort Industry Moves

THE FORT Industry Co. announced the removal of its headquarters offices on Dec. 28 from 506 New Center Bldg., Detroit, to 199 Pierce St., Birmingham, Mich. Telephone numbers are Birmingham 4760 (for calls from Birmingham and for long distance calls other than from Detroit), and Jordan 4-5910. The Fort Industry Co. owns and operates WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit.

KRMG

50,000 watts · 740 KC. · ABC

TULSA, OKLAHOMA

ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR and COMPANY

AS NATIONAL REPRESENTATIVES!

It takes a big, powerful station to cover a powerful big state like Oklahoma! KRMG, Tulsa, is ready to do the job, and reach plenty of neighboring territory to boot, with 50,000 watts daytimes, 10,000 watts nights. That's plenty of power to bring a big audience outstanding *local* entertainment and popular ABC programs . . . the kind of fare that quickly makes loyal listeners that mean profitable sales for advertisers!

KRMG is now on the air. Under the able leadership of Robert B. Jones, Jr., KRMG is dedicated to put *new life* into Tulsa radio . . . by applying aggressive management methods . . . by bringing Tulsa and Oklahoma the best in *live* radio talent!

Your John Blair man is ready *now* with full information on KRMG, its markets, its programs, its availabilities. If you want sales in the rich Oklahoma market, ask your John Blair man about KRMG, today!

ASK YOUR JOHN BLAIR MAN

JOHN BLAIR & COMPANY

CHICAGO, NEW YORK, DETROIT, ST. LOUIS,
DALLAS, SAN FRANCISCO, LOS ANGELES

KRMG

TULSA, OKLAHOMA

50,000 WATTS DAY. 10,000 WATTS NIGHT.

740 KC. ABC AFFILIATE

TIME SALES

FCBA Urges Clearup In FCC Rules

CLARIFICATION of Sec. 1.342 of FCC's rules, requiring that licensees file with the Commission copies of management and bulk time sale contracts, is sought in letter to FCC Chairman Wayne Coy from Guilford Jameson, president of the Federal Comunications Bar Assn.

The FCBA letter indicated that widespread confusion has been evidenced as to accurate interpretation of the rule and especially so since the publication of the Commission's opinion in the WAPB Ponce, P. R., renewal case [BROADCASTING, Oct. 24, 1949].

FCBA, on recommendation of its Committee on Practice and Procedure under chairmanship of Leonard H. Marks, Washington radio attorney, requested FCC to appoint a special committee to work with the FCBA group in attempting to resolve some of the ambiguities in the FCC rule.

The FCBA letter pointed out that "broadly interpreted, the provisions of Sec. 1.342 would require the filing of many papers and documents which may not be of any interest or concern to the Commission" and would entail "a tremendous amount of unnecessary work" on the part of both FCC and applicants.

In some cases, it was explained, this broad interpretation of the requirements of the rule "would result in a real hardship by making confidential business information available to competitors, employes and members of the public."

According to the new interpretation under the WPAB ruling, the letter continued, every licensee or permittee who employs a manager must file a copy of any agreement covering his employment, must file agreements for the sale of two hours or more per day to the same purchaser, and must file all agreements relating to time sales to brokers for resale.

Interpretation of Management

Under the previous interpretation, the letter explained, use of the word "management" in the rule generally was understood to mean management agreements "such as the Commission has dealt with in the past, *and not employment contracts.*" Thus if the broader interpretation is correct, which includes the latter, why not also require filing of employment contracts for assistant managers, station managers, chief engineers and others who manage and operate stations, the letter queried.

It was further noted that such employment contracts under the new interpretation would be open to public inspection, including provisions for compensation. Likewise, detailed terms of pacts for sale of two hours or more to sponsors of sporting events such as baseball, etc., would be made available to competitors and others without just reason. The letter asked that if such data was actually needed by FCC, "consideration should be given to the desirability of treating these agreements as confidential documents in the same manner as network affiliation contracts."

Another point of dispute in interpretation, the letter indicated, is whether contracts must be filed covering news and transcription services and music performance rights. Even FCC staff members have disagreed on this, it was said.

The letter explained the industry generally in the past has considered "bulk" time sales to distinguish ordinary time sales from bulk sales to brokers "who exercise varying degrees of control over the time involved." The newer interpretation appears to have broadened this definition, it was said.

Ralph Edgar

RALPH EDGAR, 29, WGAR Cleveland announcer, died Dec. 22 at the city's Huron Rd. Hospital following a two-month illness. He is survived by his wife, the former Isabelle Loomis, and a daughter, Lynne Ellen, 2.

EDWARD SELLERS

Named NAB FM Director

EDWARD L. SELLERS, executive director of FM Assn. prior to its merger with NAB, joins NAB this week as FM director. FMA last week was completing the dissolution process following action of its board in accepting NAB's merger invitation [BROADCASTING, Nov. 21, 28].

Mr. Sellers

Arthur C. Stringer, who has been handling FM activities for the past year in connection with his other duties, is expected to work through the secretary-treasurer's office, though President Justin Miller has not yet announced the exact form the realignment will take. Mr. Stringer devotes the three-month period prior to NAB conventions to staging of the annual equipment exhibit, one of the nation's largest industrial expositions.

Mr. Sellers joined FMA a year ago. Previously he had been with the Washington bureau of Associated Press. He is a graduate of Roanoke College and took postgraduate work in journalism at Washington & Lee. He was a naval aviator in World War II.

5000 WATTS

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

IF YOU'RE AFTER

NORTHWESTERN IOWA
SOUTHWESTERN MINNESOTA
SOUTH DAKOTA

And the Wealth of Another GREAT Farm Year

YOU CAN HARVEST YOUR OWN BUMPER SALES CROP

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Mitch on Record

RECORDED version of "Mitch's Pitch," the sales-instigating talk delivered at the 17 NAB district meetings by Maurice B. Mitchell, director of Broadcast Advertising Bureau, is available at McKennon Recording Studios, New Oregonian Bldg., Portland, Ore. D. R. McKennon, studio president, said the "pitch" was recorded at the District 17 meeting held last month at Portland. It is available on tape or disc.

LEVER PLANS

Merchandising Staff Named

LEVER Brothers merchandising department organization in the firm's new New York offices was announced last week by W. W. McKee, vice president in charge of sales for Lever.

The department will continue to operate under the direction of Frederic Schneller, general merchandising manager. Three assistant merchandising managers have joined Lever in New York. They are: James G. Gammell, former sales promotion manager for the Osborn Mfg. Co., who is in charge of merchandising for Surf, Lifebuoy, Swan and hotel sales; H. E. Wholley, formerly with Swift Co., who is in charge of Lux Toilet Soap, Lux Flakes, Silver Dust and Glycerine; A. C. West, previously with Standard Brands, who is in charge of Rinso, Spry, Breeze and bulk edibles.

The newly created Lever post of assistant merchandising manager for copy and art is held by Julian Bers, formerly with Federal Advertising. William B. Bisker, previously with DuPont Co., has been named merchandising office manager.

Mr. Schneller and the assistant merchandising managers are located at Lever's temporary quarters, 80 Varick St. in New York. Mr. McKee is at the company's temporary executive headquarters at 505 Park Ave.

KENT ESTATE

Value Exceeds $9 Million

ESTATE valued at $9,130,971.11 was left by A. Atwater Kent, radio manufacturer and philanthropist, according to first accounting recently submitted by executors to Los Angeles Superior Court. Executors are now holding $4,004,-921.07 cash, $5,116,153.94 in stocks and bonds and $9,896.10 in sundry assets, they stated.

Almost $5 million was left in his will to friends, employes, charities and educational institutions by Mr. Kent, who died March 4, 1949. To his widow, Mable Lucas Kent, he left $2 million in cash and income from 20% of stock of Atwater Kent Mfg. Co.

CAA APPROVAL

Elwell Urges Continued Cooperation

BROADCASTERS are not now required to obtain a CAA facility certificate for their antenna towers but they may stir up legislation imposing such a requirement unless they continue to cooperate with the agency, according to CAA General Counsel R. E. Elwell.

In a letter to Arthur W. Scharfeld, Washington radio attorney who had posed the question [BROADCASTING, Oct. 31], Mr. Elwell wrote:

> . . . While the present law does not require radio antenna tower owners to obtain a facility certificate, once the FCC has granted the owner a lawful right to operate air navigation or obstruction lights on the tower, the CAA has in the past received the full cooperation of the owners of such towers.
>
> It is to be hoped that this spirit of cooperation, for the common welfare, will continue. If the Administration finds, in the future, that lack of cooperation on the part of such owners and operators creates a situation that is detrimental to air commerce, legislation will, in all probability, be sought to require that all such towers be lighted in accordance with CAA standards and that owners thereof secure certification of such lights as air navigation facilities.

On behalf of a client, Mr. Scharfeld had written the CAA that he found no law requiring a broadcaster to file an "application" form received from CAA. The application was ACA Form 114, entitled "Application for Rating of Air Navigation Facility and Lawful Authority to Operate a 'True Light.'"

"Under the circumstances, in view of the obligations imposed by the filing of ACA Form 114, I am of the opinion that my client should not apply for something that it doesn't need, although we should be willing to file the information called for in the application form," Mr. Scharfeld wrote.

He said that on the basis of earlier communications with the agency he was advising the client to file the other form sent out by CAA—ACA Form 117, "Notice of Construction or Alteration of Structures, or Construction of New Landing Areas."

CAA authorities have explained that for years they have sent these forms to stations which get FCC grants for antenna structures requiring use of 300-millimeter flashing code beacons. Their purpose, they said, is to permit CAA to certify the light as an air navigation facility upon which pilots can rely in flight.

SPECIAL Treasury Dept. citation for promoting sale of U. S. Savings Bonds presented to WIOD Miami, Fla.

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the *heart* of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-*billion* dollars on retail purchases in 1948.

And only WSBT covers *all* of this market.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

THE LATEST WCKY STORY

CINCINNATI'S OUTSTANDING DAYTIME PROGRAM

THE WCKY MAKEBELIEVE BALLROOM

REX DALE, M. C.

10.05—12 Noon

3.05—5 P.M.

Monday thru Sunday

HIGH RATINGS

An average rating of 5.7 for the 112 quarter-hours it is on the air each week with ratings as high as 7.8.

BEATS NETWORK COMPETITION

The Makebelieve Ballroom beats such network competition as Betty Crocker, Rosemary, David Harum, Hilltop House and Welcome Traveller.

LOW COST

The open announcement rate on the Ballroom is $25.00. The average cost per thousand listeners is $1.25.

INVEST YOUR AD DOLLAR WCKY'S-LY

XUM

THE LATEST WCKY STORY

SUCCESS STORIES

Advertisers are enthusiastic about results on the Ballroom. More and more advertisers are using the Ballroom. Some of the current advertisers are:

BORDEN'S INSTANT COFFEE
AJAX CLEANER
VICKS VAPO RUB
CONTINENTAL BAKING
COLGATE DENTAL CREAM
GROVE'S ANTAMINE
GRENNAN CAKES
RESISTAB
CARTER MEDICINE CO
MGM PICTURES
P & G IVORY SNOW
BLUE BONNET MARGARINE
MAZOLA
ROBT. HALL CLOTHES
KATHMAN SHOE REPAIR
TAYSTEE BREAD
PLYMOUTH
EX LAX

IF YOU ARE PLANNING A CAMPAIGN IN CINCINNATI, THE BALLROOM IS YOUR BEST BUY!

WCKY — ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

Call collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

Follies of 1949

THE SATISFACTION with which an informed listener may think back upon the programs offered by network radio in 1949 will be to some extent diluted by a glance at current popularity ratings. It is quickly to be seen that with some exceptions the more popular programs of 1949 were also the more popular programs of 1948.

The obvious conclusion is that if new programs were created in 1949, most of them were either inadequate to attract large audiences or, assuming they contained potentials, were abandoned before having a chance to draw a crowd.

1949 was a year in which it could have been logically expected that new program ideas would be vigorously cultivated in radio, for television for the first time became a contestant for the audience in some 50 markets. The fact that most of the "new" radio programs that were evolved fell within the long established formats—mysteries, for an outstanding example—could be taken to mean that a large part of the creative energy in the business was being turned away from radio and toward television.

There is little doubt that television has evoked widespread interest among writers, directors and actors who have heretofore concerned themselves with radio or with stage or films. The fact that many who have been accustomed to the high pay of more established mediums have been willing to work for television at relatively modest rates is a clear indication of the degree to which video has aroused their professional curiosity.

In 1949, television programming on the whole showed the results of this creative interest. There was a freshness and inventiveness in a satisfying proportion of television fare—enough to stimulate hope that further experimentation would adduce a healthy art form.

Television, however, is confronted with a greater danger of falling into mediocrity than radio ever was. The inordinate demands that television imposes upon its program producers and participants can very easily sap the creative strength at its disposal. To some degree this already has been manifest.

For example, one format that has been in increasing use in video is the mystery, for which the supply of story material is greater than for other dramatic formulas. Mysteries have flourished in such abundance that some television station owners have been obliged to protest to the networks originating them. The protests have been based not only upon the number of the mysteries but also upon the questionable taste of some of them.

Programming for radio and television is still programming for the American home. There is going to be a fierce fight for the attention of the home audience. The fight can produce imaginative programs in good taste or repetitious formulas of improper standards.

Broadcasters have a good programming record, as attested by the volume of radio and television receiving set sales. We believe the record will be maintained by those broadcasters and telecasters—by far the majority—who know it is good business to air good programs.

Smile When You Say That!

RADIO'S ROCKY ROAD in the area of libel and slander jurisprudence becomes more tortuous with TV's advent as a mass medium.

In New York, Federal Judge Conger has ruled that defamation ad libbed via TV is slander rather than libel. In the particular case before him he went even farther, and ruled that it was "slander *per se*" and therefore actionable. The case involved a charge in 1948 by Elizabeth Bentley, the Un-American Committee star witness, over NBC-TV on a program sponsored by General Foods, that a Government official was a Communists.

Thus, the ruling broadens the body of law which has placed the sound broadcaster in what was once described as the "dilemma of self-destruction." It's not only what you say on TV, but how you say it. A leer with a voice inflection could bring more in damages. A smile, conversely, might mitigate them.

The Conger decision once again points up the need for explicit Federal legislation to save broadcasters and telecasters harmless from libel uttered over their facilities by candidates for public office. A licensee now has three alternatives: (1) he can accept a political talk, without censoring it, and run the risk of suit in which he can be held jointly liable; (2) he can obey state laws which forbid him to broadcast defamation and risk his license at the hands of the FCC; (3) he can exercise his prerogative to forego political broadcasts altogether, in which case he may be failing to do the public service job he would like to do, and at the same time forego the revenue.

And that's only part of it. In addition to political broadcasts, who knows when what clown might inadvertently slander someone, while in the process of ad libbing?

The courts repeatedly have held that radio is a field preempted by the Federal Government as interstate commerce and therefore isn't subject to state jurisdiction. We hope the next session of Congress gets around to legislation that will allow the broadcaster and telecaster to lead reasonably normal lives beyond those calculated risks indigenous to this business in which there's never a dull moment.

Cuba's Olive Branch?

SOMETHING has happened again in Cuban radio. President Carlos Prio himself has stepped into the NARBA controversy. Through his Minister of Communications, Arturo Illas, he has decreed that, pending a new NARBA agreement, nothing be done that would augment or produce interference to stations in other countries.

That can be viewed only as a conciliatory gesture in the direction of the U. S., which has been bombarded from Cuba via indiscriminate operation on our clears and regionals. It is not plain from the context of the decree whether this means an immediate return to allocations which existed prior to last March 29, when the NARBA treaty expired. It is clear, however, that Cuba's highest echelon wants no acrimonious ether war.

So it appears the NARBA problem is not insoluble. The State Department already is making plans for the preparatory sessions to begin next week in advance of the Feb. 1 meeting in Havana and prior to resumption of the NARBA conference itself on April 1 in the United States.

We hope that Cuba does return to the March 29 status quo, so conversations can start from diplomatic scratch.

Our Respects To—

CLAUDE ERNEST HOOPER

C. E. HOOPER, a name that has become practically a common noun signifying the audience appeal of a radio program, did not enter the field of program ratings of his own free will, but at the insistence of the publishers of the country's biggest national magazines.

It all began in the fall of 1934, six months after Mr. Hooper and L. M. Clark had left Daniel Starch & Staff to set up their own market research shop, specializing in magazine readership studies. The magazine publishers were extremely concerned over the emigration of many of their best advertisers to network radio.

They felt that the claims of all networks of the whole audience of 20 million radio families at all times needed some deflation. Cooperative Analysis of Broadcasting, functioning under the joint auspices of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, declined to release their ratings to a competitive medium, so the publishers asked Clark-Hooper to provide them with a reasonable facsimile of the CAB service.

Loath to turn down good customers and prospects, Clark-Hooper's President Hooper was even less willing to have anything to do with the recall technique then used by CAB. "It's more a reflection of the frailties of human memory than a measurement of listening," he informed the startled magazine men. "I'll do your radio survey," he added, "but I'll do it my own way."

The Hooper way was—and is—the coincidental method of asking people what they are listening to while they are listening. This technique, he explains today as patiently as if he had not explained it thousands of times before, gives memory no time to go wrong; it gets from a listener a report of his own behavior at the time, not a delayed report of the radio habits of the whole family; it is akin to a measurement of advertising effectiveness because in counting a program's listeners it counts the only people that program can possibly influence; finally, it permits the use of the telephone for interviews, providing more interviews at less cost per program period.

The magazines contracted for six monthly surveys, each to cover listening in the 16 cities of the networks' basic areas—the northeastern and the northcentral states—from 7 to 10 p.m., seven nights a week, one week in each month. Clark-Hooper reserved the right to distribute copies of each report to other interested parties, and most of their profits on the job went for getting these copies to advertisers

(Continued on page 34)

CONFLUENCE*

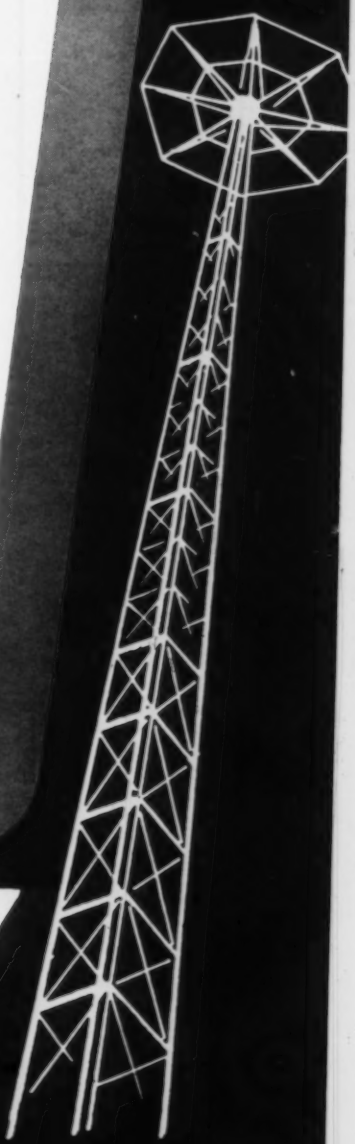
where the CONFIDENCE of millions meets the INFLUENCE that sells!

The wholehearted CONFIDENCE of the world's richest and largest Italian market and the INFLUENCE of the station that has been part of the fabric of their lives for so many years form one great potent force that results in sales.

True enough, you speak to over 2,100,000 listeners with active buying power. But far beyond these statistics is the greater strength that makes your sales message a compelling force. It is the trust, the respect and the deep affection of these families for WOV.

It is all this CONFIDENCE plus WOV's great INFLUENCE that gives you CONFLUENCE — the plus delivered only by WOV.

* *Act of flowing together . . . the meeting or junction of two or more streams . . .*
—Webster's New International Dictionary



Originators of *Audited Audiences*

WOV
NEW YORK

Management

HOWARD S. MEIGHAN, CBS vice president and general executive, is in New York for three weeks. During that time he will attend network conferences and year end meetings.

A. M. (Vic) MORGAN, president and general manager of WLYN Lynn, Mass., for two years, resigns. He has been with the radio industry for 30 years.

Mr. Morgan

DICK CAMPBELL, general manager of KOME Tulsa, Okla., appointed publicity chairman for Tulsa Chamber of Commerce for 1950.

JOHN J. ROHRER, commercial manager of KTRY Bastrop, La., named manager of KTRY branch studios in Monroe, La.

J. A. (Arch) MORTON, general manager of KJR Seattle, appointed radio chairman for March of Dimes campaign in Washington State.

S. R. SAGUE, president of WSRS Cleveland, presented with citation plaque from Cuyahoga County Council of VFW for station's cooperation in producing weekly series of VFW programs.

FRED RABELL, manager of KSON San Diego, is confined to his home recovering from a heart attack.

SIG MICKELSON, director of public affairs and production manager at WCCO Minneapolis, given leather portfolio for distinguished service by Minneapolis Chamber of Commerce. Mr. Mickelson becomes director of the Discussions Div. of CBS Jan. 16.

ERNEST LEE JAHNCKE, ABC vice president in charge of station relations, is the father of a boy, Redington Townsend, born Dec. 27.

Mrs. Maurice Barrett

ANNA BARRETT, wife of Maurice Barrett, WPAT Paterson, N. J., program director, died Sunday, Dec. 18, at her Washington Heights home after an illness of seven months. Mrs. Barrett had been known on the stage, from which she retired in 1927, as Anna Bernard.

Respects

(Continued from page 32)

and agencies.

When the six months had ended, both sides were satisfied. The magazines had sufficient information to prove that the total radio audience was divided among the various networks and stations, with no one getting all the listeners at any one time. Enough advertising executives had indicated a willingness to pay for a continuation of the radio reports to persuade Clark-Hooper to keep them going.

And they've kept going ever since, adding hours and cities as the networks expanded, but retaining their pristine basic characteristic of measuring the comparative audience attraction of competing network programs for listeners in cities where the programs of all four networks are equally available.

In 1938 Clark-Hooper was dissolved and C. E. Hooper Inc. took over the radio audience measurements. It is significant that most of Mr. Hooper's early associates are still with him, comprising two-thirds of the corporation's officers and directors today.

Makes Pacific Presentation

The next milestone in the Hooper history was an invitation to attend the Pacific Coast AAAA's fall meeting in Del Monte, to present a plan for Pacific Coast sectional radio reports. Representatives of four companies—Crossley Inc., which collected and compiled the data for CAB; Ross-Federal and Hooper-Holmes, who had made surveys for individual stations, and the Hooper firm—were given an hour apiece to present their plans to a committee of 28 members, representing stations, networks, station representative firms, advertisers and agencies. Mr. Hooper left a hospital bed where he was recovering from pneumonia to make his pitch, returning to bed immediately afterwards. His convalescence was appreciably aided by the news that the committee had unanimously selected his plan.

Presenting his first Pacific Coast report in December 1939, Mr. Hooper was somewhat discomfited when the Los Angeles broadcasters told him the report was fine for the Pacific Coast networks but not much good to the stations and would he please get out a city report for them, showing the division of audience among all stations serving Los Angeles. When he told them it couldn't be done they told him they needed that service and to go home and work it out.

Three months later he was back with the first City Hooperatings Report, marking the beginning of a service which today covers more than 100 markets, including Hawaii, and there's an invitation to get it started in Bermuda which Mr. Hooper hasn't yet found time to accept.

That first City Report, by the way, was a single chart which when spread out was about the size of a desk blotter but was multifolded to fit easily in a man's pocket—the first step toward the Pocket Piece which today is as much a part of the radio salesman's impedimenta as his rate card and fountain pen.

The word "Hooperating," incidentally, had not been born at the time of that first City Report. The term, today as ubiquitous as American radio itself, first appeared on a tablecloth in New York's Hotel Marguery, when Paul Warwick of Warwick & Legler, with whom Mr. Hooper was lunching, objected to the length of the answer to his question: "What do you sell?"

At about this time, the Hooper organization was retained to tabulate and compute the postcard returns of NBC's first All-County survey, a job that gave them an understanding of coverage measurements that has been the source of area reports of various types. From it have also stemmed the various Hooper proposals for industry-wide coverage studies which began before BMB was established and are still forthcoming. The most recent, sent to the BMB board in November, recommended that BMB be continued in its present form, but that it achieve a "higher standard of precision" for its measurements by adopting the Hooper Area Coverage Index technique.

Fast-Thinking Pays Dividend

Mr. Hooper's aggressive salesmanship and the growing acceptance of Hooperatings inevitably clashed with the CAB, which, like most non-profit association-run operations, was slow to meet the dazzling competition of this fast-thinking, fast-acting individual entrepreneur. Prodded by advertisers and agencies whom Hooper had convinced, CAB dropped its recall technique for the coincidental method pioneered by Hooper. Immediately the users of these reports began to wonder why they should pay two organizations to do the same job. Wonder led to talk, talk to action and in July 1946 the CAB suspended operations, after arranging for C. E. Hooper Inc. to

Commercial

JOHN PAUL LEE appointed commercial manager of KMAC and KISS (FM) San Antonio, Tex.

RALPH A. SAYRES, former commercial manager of KYW Philadelphia, joins WMBW Miami Beach, Fla., as account executive.

ANDREW I. KEAY, formerly of ABC's traffic and station relations departments, joins WFIL-TV Philadelphia sales staff. He will be in charge of TV sales service and work under supervision of KENNETH W. STOWMAN, TV sales manager.

WILLIAM TRAVIS, formerly with Leland K. Howe Assoc. and Chernow Co., New York, and previously general manager of WMLO Milwaukee, joins sales staff of WDET (FM) Detroit.

JOHN RHYS EVANS Jr., formerly northwest representative for Frederic W. Ziv Co., joins KOMO Seattle as account executive.

JOHN P. ROHRS, former promotion director for Belknap & Thompson Inc., Chicago, appointed account executive of Chicago office of John E. Pearson Co., radio and television station representative. He previously was manufacturer's agent for three years representating ten different firms in major markets of 14 midwestern states.

NORMAN LOUVAU, former commercial representative for KRON-FM San Francisco, joins KRON-TV as sales manager.

JOHN E. PEARSON Co., Chicago, station representative firm, moves to new offices at 333 N. Michigan Ave. Offices will be located on the sixth floor. Telephone number, Franklin 2-2359, remains the same.

J. STUART MacKAY appointed assistant general manager of All-Canada Radio Facilities Ltd., Toronto, station representative and transcription distributing company, with offices throughout Canada. He was formerly manager of CKRM Regina, and has been at CJCA Edmonton, CKRC Winnipeg, and CKWX Vancouver, in various executive capacities.

ROBERT L. FIDLAR, commercial manager for WIOD Miami, Fla., elected president of Miami Exchange Club.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP 1490 KILOCYCLES — MUTUAL NETWORK AFFILIATES — SERVING PORTSMOUTH NORFOLK NEWPORT NEWS

WSAP-FM 94.7 MEGACYCLES ON CHANNEL 234

B. Walter Huffington, General Manager — Ask Ra-Tel!

NEW on the Air!

NEWS That's Fair!

Listen to

FRANK EDWARDS

Coast to Coast

Mutual Network

10 PM EST

Sponsored by

AMERICAN FEDERATION OF LABOR

fill the balance of its unexpired subscriptions.

After such a victory some men would have been content to rest on their laurels, but not Claude Ernest Hooper. He was born May 31, 1898, in Kingsville, Ohio, into the family of a Baptist minister more interested in saving souls than dollars. Young Claude soon realized that whatever went into his pockets would go there through his own efforts. At nine, he launched his first business venture, hiring a man to grind horseradish for him each Saturday morning and spending the day toting two huge buckets of the fresh condiment from door to door, selling it to housewives at 10¢ a cup. If business was good he'd swagger home with as much as $4 in his pocket. "I've never been so rich since," he says with a rueful smile.

After working his way through high school in Chicopee, Mass., Mr. Hooper donned a doughboy's khaki suit. Discharged a year later, he entered Amherst and coincidentally became a salesman of aluminum ware, with such success that he soon was taken from his route and set to training other student salesmen. This extracurricular activity not only carried him through Amherst (AB, 1921) and the Harvard Graduate School of Business Administration (MA, 1923), but also financed his sister's education.

Headed West

Following the advice of Horace Greeley and the footsteps of Emily Judson Reed, who had attended Smith while he was at Amherst, Mr. Hooper went west all the way to Yakima to go to work for Miss Reed's father in the Liberty Savings & Loan Co. A year later he returned east to become advertising manager of the *Harvard Business Review*, but in 1927 went back to Yakima to change Miss Reed's name to Mrs. Hooper. Their daughter, Mary Stuart, 18, is now a freshman at her mother's alma mater.

In 1926 Mr. Hooper moved to *Scribner's Magazine* as advertising manager, leaving three years later for an account executive's berth with Doremus & Co. In 1931, with the depression setting in, research seemed a more salable commodity than financial advertising, so he joined forces with Daniel Starch, under whom he had studied at Harvard, who was then in business in New York. In 1934, Mr. Hooper and Dr. Starch disagreed about technical considerations, and Clark-Hooper was formed.

While sparring with CAB, Mr. Hooper had been working to meet the demand for rating figures projectable to all U. S. radio homes. During the war, two reports were issued with ratings projectable to the 89 cities with populations of 25,000 or more and in January 1948 the first U. S. Hooperating appeared.

A month later the Hooper organization began publishing monthly New York City Teleratings, measuring TV audiences in the nation's first video market. Plans called for a national TV report to start in October 1949, but the rapid spread of TV across the country brought so much pressure for coverage outside New York that the date was advanced to May.

Expense in Television

Like other video pioneers, Mr. Hooper found the expenses of his TV service far in excess of its income, making some belt-tightening necessary. By the end of the year, however, he could report that, after only six months, TV-Network Hooperating subscribers were contributing one third of his total revenue from all network program ratings, half as much as the income from the 15-year-old AM network reports.

Looking to the future, C. E. Hooper foresees the need for more information on the impact of advertising, particularly in view of the costs of television, far above those of any other medium. Accordingly, in November, he launched his newest service, Sales Impact Ratings. He also is gearing his organization to deliver more frequent and more detailed local reports—and to deliver them faster than ever before—in response to anticipated demands for information about the effect of television on a city's listening and buying habits and the differences between TV and non-TV communities.

Of medium height and build, his brown hair well mixed with grey, Mr. Hooper gives the impression of inexhaustible vitality. His handsome features normally wear a smile that seems to say "Everyone is my friend, especially you." He is always intent on the business at hand, whether he's doing the talking or the listening. To meet him once is to understand why he is famed as "the best salesman in the whole research field."

An avid outdoor man, Mr. Hooper can be found skiing in Vermont, shooting pheasant in South Dakota or fly casting in a mountain stream whenever opportunity offers. He commutes to New York from South Norwalk, Conn. His clubs are: Harvard, Players, Amherst (New York); Tavern (Chicago); Bohemian (San Francisco); Shore and Country (Norwalk); Tokeneke (Darien); Fly Fishers (Roscoe, N. Y.). He is a member of American Marketing Assn., Market Research Council and Delta Tau Delta.

"THIS is it . . . KRMG Tulsa is on the air." These opening words by Program Director Perry Ward heralded the dedicatory program which introduced Oklahoma's newest 50 kw outlet to listeners Dec. 23. City's civic leaders and U. S. Sen. Robert S. Kerr (third from left), principal owner of KRMG, joined station officials to usher in the new ABC affiliate five months after ground was broken for the transmitter site. Taking part in the opening broadcast are (l to r): Robert B. Jones Jr., KRMG general manager; Tom McDermott, president-elect, Tulsa Chamber of Commerce; Senator Kerr, and C. B. (Brownie) Akers, vice president of station.

KRMG TULSA

Kerr at Dec. 23 Debut

KRMG Tulsa, Oklahoma's third 50 kw station, officially began operation Dec. 23 amid impressive ceremonies highlighted by the appearance of U. S. Sen. Robert S. Kerr (D-Okla.), principal owner, and station and civic officials.

KRMG is an ABC affiliate, licensed to All-Oklahoma Broadcasting Co. and operating fulltime on 740 kc with 50 kw day and 10 kw night, directionalized. Construction and engineering work was completed in mid-December, four and a half months after ground was broken [BROADCASTING, Aug. 8, 1949].

Robert B. Jones Jr., KRMG general manager, reported fine reception on the station's signal from throughout Oklahoma, Missouri, Kansas and Texas.

Sen. Kerr, introduced by Cal Tinney, famed columnist, entertainer and story-teller, told listeners that the "amazing miracle of modern radio has done more than any other agency to bring the people . . . of Oklahoma in closer touch with one another." He outlined KRMG program plans which he said would take heed of the interest of the "rank and file."

KRMG uses an RCA BTA 50F1 transmitter with low-power consumption tube. Control rooms are equipped with flexible control system built by RCA and all studios are polycylindrically designed for diffusion of sound.

McIntosh and Inglis, consulting engineers, handled technical preliminaries for KRMG, using two helicopters to measure the station's field strength [BROADCASTING, Dec. 12, 1949.] Use of the helicopters in adjustment and measurement of the KRMG antenna system resulted in a saving of six weeks' time, according to the station.

All-Oklahoma Broadcasting Co. comprises several stockholders of WEEK Peoria, of which Sen. Kerr is president, and includes among others D. A. McGee. Sen. Kerr and Mr. McGee head Kerr-McGee oil properties in Tulsa.

CHNS

The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA

Maritimes Busiest Station
Contact

JOS. WEED & CO.
350 Madison Ave., New York

5000 WATTS
NOW!

The last WORD ...for results in SPARTANBURG

MORE FOR YOUR DOLLAR WITH WORD in Spartanburg

See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION

—WORD— OF SPARTANBURG

ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

FCC in '50

(Continued from page 24)

qualifications of applicants and licensees involved in anti-trust decisions—a point on which applications of major motion picture producers and others are being held up.

Another is the National Assn. of Radio Station Representatives' complaint against networks representing affiliates for the sale of spot advertising, on which hearings were completed last January.

The Commission also has made it clear that it thinks it's past time for another full-fledged network investigation, though inadequate funds and the demands of other business haven't permitted it as yet. There has been speculation that FCC would ask Congress for a probe appropriation in 1950.

FCC also has before it a long-pending proposal to revise the multiple-ownership rules, on which hearings were wound up in late January 1949, and an even older plan to require each station to program at least 51% of its air time from the city in which its main studios are located.

There is also a possibility that 1950 will see a major FCC staff reorganization. Plans have been detailed to the Civil Service Commission. They envision a functional reorganization into four bureaus: Broadcast, Common Carrier, Safety & Special Services, and Field Engineering & Monitoring [CLOSED CIRCUIT, Dec. 12].

A review of 1949 policy decisions finds these actions in the limelight:

1. Repeal of the Avco Rule requiring that competing bids be invited when stations are up for sale [BROADCASTING, June 13].

2. Reversal of the long-standing "Mayflower Decision," thus giving licensees the right to air their own views provided they treat advocates of differing viewpoints with "fairness" [BROADCASTING, June 6].

3. Adoption of rules banning giveaway shows [BROADCASTING, Aug. 22], though the rules were subsequently suspended pending outcome of current court tests. Court decision could be forthcoming in 1950.

4. Realignment of FCC procedures, including institution of a separation-of-functions system [BROADCASTING, June 6].

By most standards the most complex problem tackled by the Commission in 1949 was television. Though the study had been set in motion in late 1948, the full agenda was not formulated and made public until mid-1949.

Involving color, prospects for use of UHF, revision of VHF standards, a proposed VHF-UHF allocation and many corollary problems, the proceeding got under way with hearings on the color question in late September.

The color proceedings continued into November, are due to resume in late February, and seem unlikely to be completed before Spring. Then the other TV problems must be approached. The VHF licensing freeze meanwhile is still in effect and, most observers agree, seems likely to continue until fall at least.

The NARBA Question

Another major 1949 problem which remains is NARBA. The old pact expired last March 29. Conferences looking to the formulation of a new one got under way in Montreal in September and continued until a U.S.-Cuban impasse was reached on far-reaching Cuban channel demands. The State Dept. rejected Cuba's proposals and the conference broke up early this month, to resume April 1 in the U.S. after U.S.-Cuban negotiations starting in Havana Feb. 1.

In the field of new-station applications, FCC in 1949 continued to whittle down its workload, assisted by a slower pace of new filings.

Applications for new AM stations stood at 329 on Dec. 15, 1949, as compared to 524 a year earlier. The number of these in or awaiting hearing dropped from 283 to 266.

FM applications are described as "current." The number was 86 a year ago and in mid-December was 49, of which 28 are in hearing as against 31 in December 1948.

Television applications naturally are on the rise, since the freeze was in effect throughout 1949. There were 311 on file in mid-December 1948 and 353 a year later. The number of these in hearing is the same—182—for FCC has designated no new hearing cases since the freeze was imposed in late September 1948.

LIQUOR ADS *Treasury Officials To Appear At Senate Group Hearing*

OFFICIALS of the Treasury Dept.'s Internal Revenue Bureau are expected to appear as initial witnesses on the Langer liquor bill hearing Jan. 12 before the Senate Interstate & Foreign Commerce Committee.

This was announced last week as legislators prepared to converge on Capitol Hill for the opening of the 81st Congress' second session Tuesday.

The Committee has invited an array of agency officials for the scheduled two-day session, during which it hopes to elicit views on a measure (S 1847), authored by Sen. William Langer (R-N.D.), which would outlaw all alcoholic beverage advertising in radio and other media in interstate commerce. Beer, wines and hard liquor would be included.

Views of the Revenue Bureau's Tax Unit (which supervises the Federal Alcohol Administration Act), State Dept., Justice Dept., Federal Trade Commission, Commerce Dept., ICC, FCC, and the Postmaster General's Office have been solicited by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, since Sen. Langer introduced his bill last summer [BROADCASTING, May 23, 1949].

Indicative of Stand

These views, to be placed into the record at the hearing, and disclosed to BROADCASTING last week, are regarded as an indicator of the tack testimony will take before the committee.

Typical are these:

Treasury Dept.—Has notified Sen. Johnson that enforcement does not presently lie within its supervision [CLOSED CIRCUIT, Sept. 19, 1949]. "The bill relates to a matter of national policy which is primarily for determination by the Congress and not of especial concern to this department," it advised the committee.

Commerce Dept. — "In general . . . indirect controls of this sort using the commerce power should only be exercised when the final objectives cannot be achieved by direct means. . . ."

Justice Dept.—". . . A question of legislative policy concerning which this department prefers not to make any recommendations. . . ."

State Dept.—No comment.

FTC—Congress has "the requisite power to enact such legislation and the measure would not violate constitutional guarantees" dealing with freedom of the press.

FCC—Cited its previous decision in the KRLD Dallas-Sam Morris case and reminded acceptance of liquor ads is considered in light of overall public interest when it reviews station licenses.

The liquor hearing, prompted partly by Sen. Johnson's indignation over Schenley Distillers' declared intent to use hard liquor ads in radio broadcasts (now temporarily abandoned), is one of the first sessions touching on radio and communications to be slated during the second session.

Others include probe of lobbying activities, and broad review of the Communications Act, indicated by the House Interstate & Foreign Commerce Committee [BROADCASTING, Dec. 26, 1949].

Meanwhile, top Congressional members have indicated the past fortnight that Congress will lump together annual funds for FCC, FTC and other independent agencies with those for other government branches before either house votes on appropriations measures.

Subcommittees would continue to act on budget requests but they would be correlated in one "package" before House and Senate Appropriations Committees report them to the floor. End result would be that the President could not veto funds for one agency without killing the entire bill.

LINCOLNTON AM *FCC Proposes Denial*

INITIAL decision reported by FCC Thursday to deny application of Carolina-Piedmont Broadcasters Inc. for a new AM station at Lincolnton, N. C., to operate on 1050 kc with 1 kw day.

Hearing Examiner Basil P. Cooper found that the applicant had failed to present satisfactory evidence or exhibits to show that the proposed station would operate in conformity with FCC's rules and standards and would not cause interference to WWGP Sanford, N. C. No adequate showing was made either regarding areas and populations to be served within the several contours of the station, the report found.

Carolina-Piedmont is composed of Dr. L. A. Crowell Jr., president 28.04%; Dan Boyd, vice president and part owner Glenn Mills Inc., vice president 3.74%, and R. S. Reinhardt Jr., insurance, secretary-treasurer 3.74%. There are 18 other stockholders.

KCBQ San Diego joins Southern California Broadcasters Assn. Group now has 47 members.

heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

If you want sales in Montana, the Mosby stations SELL

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE MISSOULA

ANACONDA BUTTE 250 KW

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Small Space — *Big* Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

Paramount

(Continued from page 20)

50% interest in Paramount Richards Theatres Inc., a subsidiary theatre operating firm which in turn is the 50% owner of WSMB Inc. United Paramount Theatres is to acquire the other 50% interest in Paramount Richards for about $3,500,000 from E. V. Richards Jr.

The reorganization plan presented the court specified that these various transactions were to take place on and between Dec. 31 and Jan. 3. It was for this reason prompt FCC action on the station transfers was sought.

DuMont's Status

It is proposed that Paramount's 29% interest in Allen B. DuMont Labs., television manufacturer and operator of WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, is to be included within the new Paramount Pictures Inc., as likewise subsidiary Paramount Television Productions Inc.'s KTLA (TV) Los Angeles.

Each of the two new Paramount firms would be allowed to own five television stations under FCC rules, whereas Paramount now has that maximum if the Commission were to make final its proposed finding that the film company controls DuMont. DuMont has TV applications pending for Cincinnati and Cleveland in addition to the three stations it operates.

Concerning its refusal to act immediately on the transfer requests, the Commission noted that Paramount stated "that the stock transfer must take place on Jan. 1 or 3, 1950, pursuant to the court decree, that it has not been possible to file these applications at an earlier date, and that if the Commission cannot determine whatever issues are involved in these transfers prior to Jan. 1, 1950, that the Commission grant the applications subject to such later considerations and determinations as the Commission might make." To this FCC added:

It is noted that you characterize the transfers covered by these applications as involuntary. We do not understand that the consent decree adjudicated the specific transfers for which applications have been filed with the Commission. Nor do we understand that the transferor was adjudged liquidated as of Jan. 1, 1950; but that such date was chosen voluntarily by the transferor in its reorganization plan filed with the court. Further, the Commission does not understand the District Court decree to deprive the Commission of its responsibility under the Communications Act to pass upon the qualifications of the transferee to be a licensee of the Commission.

The Commission is unable to process these applications in sufficient time to make a decision thereon prior to Jan. 1, 1950, as you requested. The Commission will consider the transfer applications on their merits as soon as possible in the light of the problems involved therein.

Officers of United Paramount Theatres include the following:

Leonard H. Goldenson, vice president of Paramount Pictures in charge of theatre operations, president and director; Walter W. Gross, general counsel of Paramount Pictures theatre department, vice president, director and general counsel; Robert H. O'Brien, secretary of Paramount Pictures, secretary-treasurer and director; J. L. Brown, assistant to the treasurer of Paramount Pictures, assistant treasurer; Simon B. Siegle, controller of Paramount Pictures theatre department, comptroller; John A. Coleman, member Adler, Coleman & Co., stock brokerage, director; E. Chester Gersten, president of The Public National Bank of New York, director; William T. Killborn, president of Flannery Bolt Co., Bridgeville, Pa., director; Walter Marshall, president of Western Union Telegraph Co.

As of Oct. 31, 1949, Mr. Goldenson was reported owner of 1,100 shares individually and of 700 shares jointly with his wife of Paramount Pictures.

NAMES BIDDLE

To Advise Defense Trust

NATIONAL Security Resources Board has named Eric H. Biddle, State Dept. official, as consultant on civil defense planning. Appointment was made last Wednesday by John R. Steelman, presidential assistant and acting chairman of the board.

CBS

(Continued from page 20)

Chicago and assistant general manager of WBBM.

Mr. Mickelson joined WCCO in 1943 as a consultant in establishing a news department and became WCCO news director in June of that year. In 1946 he became director of news and special events public affairs and production manager. He is a past president of the and in 1948 was made director of National Assn. of Radio News Directors.

Taylor Joined in '33

Mr. Taylor joined CBS in 1933 as an announcer and entered the network's production department later that year. In 1937 he became director of the CBS music division and a few months later became assistant to the vice president in charge of broadcasts and shortly afterward assistant director of programs.

In 1944 he became chief of the radio section of the Psychological Warfare Division of SHAEF, succeeding William S. Paley, then president and now chairman of CBS, in the post.

In 1945 Mr. Taylor rejoined CBS as director of programs and before the end of the year was elected vice president and director of programs. When Mr. Robinson was hired for that job in 1947, Mr. Taylor became vice president and director of public affairs.

AGENCY EXPANDS

Cecil & Presbrey Adds 12

WITH acquisition of the Electric Auto-Lite Co., Toledo, account, a nearly $3 million advertiser, Cecil & Presbrey, New York, will add at least 12 new executives. All are former employes of Newell-Emmett Co., which previously held the account and which dissolved a fortnight ago to become Cunningham & Walsh.

T. J. Maloney, partner of Newell-Emmett, had previously been announced as joining Cecil & Presbrey. The account executive on Auto-Lite will be Frank Gilday, who held the same post at Newell-Emmett. Mr. Gilday had been associated with Newell-Emmett since 1942 and before that was with Mr. Maloney in the latter's agency.

The new television director at C&P, George Foley, joined Newell-Emmett's public relations department in 1946. In 1947 he was named an account executive and when the agency organized the television department in 1948, Mr. Foley was called on to head that operation.

Auto-Lite sponsors *Suspense* on CBS-TV, Tuesday, 9:30-10 p.m.

May Use Radio

RAILWAY Express Agency, New York, has appointed Fuller, Smith & Ross, New York, to handle its advertising effective Jan. 1. Radio may be used.

TO WHAT BALLROOM ARE SPONSORS FLOCKING?

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN

It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.
Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND.

For further information write to Dept. BD-3

In the Public Interest

[*Editor's Note*—In The Public Interest *this week is devoted to Christmas public service activities reported last week by stations at the conclusion of their holiday efforts. A roundup of other Christmas promotions and programming was in* BROADCASTING, *Dec. 19, 1949.*]

KFH Fetes Children

On Christmas Eve, 1,500 underprivileged children in Wichita, Kan., were guests at the first annual Christmas program and party jointly sponsored by KFH and KFH-FM, the Salvation Army and the Wichita Amvets. The party, a good portion of which was broadcast, ran from 2 to 4 p.m.. Candy, nuts, fruits and toys were donated by the local merchants and collected by the Amvets for distribution during the party by Santa Claus. On the two Saturdays preceding the big Christmas party, a two hour show was held for adults and children. Admittance to this show, called the "Christmas Neighbor's Club," was obtained by canned or preserved foodstuffs which were turned over to the Salvation Army.

Goodwill Gesture

An international gesture of goodwill that featured two stations plugging each others programs and brought joy to a 5-year-old burned boy and a 9-year-old orphan girl was offered by WTOP Washington and CJCH Halifax, Nova Scotia. All Christmas week, late-night listeners heard Gene Klavan of WTOP and Norman Riley, CJCH disc jockey, collect Christmas greetings and toys for the two children. Mr. Riley told Mr. Klavan he had heard about the injured Washington boy, Mike Rector, and asked the Washington announcer if Christmas greetings collected in the Maritimes for Mike, could be sent him via Mr. Klavan. Agreeing to this, Mr. Klavan said he'd like to return Canada's kindness. He was told that Marjorie Dobbin, orphaned since she was two and a hospital case all her life, was coming home for her first Christmas to St. Joseph's orphanage in Halifax. The Washington announcer saw to it that Marjorie received 87 presents and 100 cards.

Aids Salvation Army

WHHH Warren, Ohio, aided the Warren Christmas Charity Shows Inc. with gifts for the area's needy which were distributed by the Salvation Army. On Dec. 16, a four-hour disc show was aired. The disc spinners were recruited from among the area's most prominent civic leaders, business and professional men who asked each listener to pledge a sum for gifts for the needy. Both the station and the Charity Shows Committee reported results far beyond expectations.

WTAG Helps Girl

In Worcester, Mass., a 20-year-old girl named Arlene was assured of having a specially constructed artificial arm after one announcement during the five-a-week "Letters to Santa" feature on WTAG-AM-FM's *Julie 'n' Johnny* program. Miss Chase read a letter from Arlene, a cardiac case whose left arm had been amputated because of blood clots. Julie and Johnny returned to their office to find pledges totaling $250, just 10 minutes after they'd signed off the air.

WLS Neighbors Club

Again this year, WLS Chicago's *Christmas Neighbors Club* was active in solicitation of funds from listeners for purchase of children's hospital equipment. Contributions amounted to about $40,000—the yearly average since 1946. In the 14 years since the club was organized by WLS staff members and Dr. John W. Holland, Midwest listeners have given more than a quarter-million dollars.

Patients Remembered

Exceeding all expectations was the Christmas Card campaign conducted in Havre de Grace, Md., by WASA's Disc Jockeys Norman Wain and Dick West. Listeners were asked to send in cards which the station would then distribute to patients in local hospitals who otherwise might not receive one. When it became evident that there would be more than enough cards to go around, the campaign was altered to have listeners send greetings which would help to brighten dull hospital wards during the holiday season. Over 2,500 cards of every size, shape and description were sent to WASA studios.

CREDITED to the gift fund with which Christmas presents for homeless children were bought was this record number of more than 60,000 coffee strips and labels received by WIBA Madison, Wis. Collection was the annual "Christmas for Orphans" promotion conducted by the station for the makers of Butternut Coffee. At the final counting are Duane Tucker (l), newscaster on the Butternut-sponsored broadcast, and C. W. Wallis, merchandising director, who supervised the counting. Sponsor set up a gift fund based on the number of strips received.

WNBK Collects Presents

WNBK (TV) Cleveland's *Three and Easy* program devoted its Christmas period schedule to collecting presents for the Holy Family Homes for Children. Vocalist Ken Ward, Jack Elton, pianist, and Tom Haley, announcer, decorated a tree on their show and viewers sent presents to put under it. To give each orphanage or children's home an unprejudiced selection, the boys wrote the names of the 20 homes on slips of paper and the one chosen was drawn from a hat during the television show. On the Friday before Christmas, the tree was transported to the Holy Family Home along with all the presents.

'Old Newsboys Fund'

WJR Detroit offered a week-long schedule of Christmas programs. One of the highlights was on Friday, Dec. 16, when the station sponsored the 26th annual "Old Newsboys Goodfellow Fund" program, *Trimming the Christmas Tree.*

A Dog For Georgie

WKMH Dearborn, Mich., gave Santa a helping hand in seeing that a blind boy, five-year-old Georgie Woodrow, got the dog he wanted for Christmas. Santa, who was visited by the boy in Dearborn's Montgomery-Ward store, didn't know the boy's name at the time. To find out his name, he finally called the *Kay McCoy* program on WKMH and described the boy. "Well, who knows," Santa said, "Maybe the little boy's mother is listening, too." Kay told about it on the air and in very short time, Kay was back on the phone, telling Santa that the boy's mother was

CORNY?
WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
WIBW The Voice of Kansas in TOPEKA

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

listening. Not only did he get his dog for Christmas but employes of Ward's organized a campaign to raise from $1,200 to $1,400 so Georgie can have a Leader dog when he grows up.

Christmas Seal Day

In keeping with the spirit of Christmas giving, WWJ Detroit "gave a day" to help prevent tuberculosis. Mention of the Tuberculosis and Health Society Christmas Seal sale was made on 24 shows and newscasts Dec. 14.

Collection Depot

Personnel of WWDC Washington manned a collection depot for Christmas gifts for distribution to the District Home for the Aged and the Infirm.

Toys for Children

In St. Louis, KSD-TV played an important role in making Christmas a happy one for youngsters in the Shriners' Hospital for Crippled Children. In a special pre-Christmas telecast from the hospital, KSD-TV's regular half-hour weekly *Sporteen Chance* program raised $600 in telephoned pledges to purchase toys and candy for the young patients. During the 30-minute program, a special switchboard set up in the hospital and manned by three operators was swamped with 200 calls as M. C.s Buddy Blattner and Carl McIntire interviewed the children in beds, in wheel chairs and on crutches. Several plugs were made to buy each child "a well filled Christmas stocking."

Donation Program

In Akron, Ohio, the Salvation Army got a big helping hand from WAKR after it appeared that the charitable organization would be unable to care for additional needy families. Working fast, S. Bernard Berk, president of WAKR, directed a lineup of talent, prominent business and civic leaders for participation in an all-night request-donation program for Dec. 17. Two hundred Naval Air station men also were obtained for volunteer work. The net result was a six hour program with cash donations totaling more than $15,000, giving a helping hand to 2,100 families.

WLAW UPHELD

In Public Service Interpretation

THE LICENSEE of a station can reserve to himself the final decision as to what programs will best serve the public interest, according to a precedent-making ruling by a federal judge in Boston on Dec. 23. Ruling upholds the right of a station to break a contract if it believes a proposed program does not best serve the public interest.

U. S. Judge Francis J. W. Ford, in delivering the finding, dismissed a civil suit brought by the Massachusetts Universalist convention against WLAW Lawrence. Suit alleged breach of contract in WLAW's refusal to broadcast a sermon on last Easter Sunday. It asked damages and an order forcing WLAW to broadcast the sermon next Easter.

The Universalist organization filed civil suit asking damages and a court order requiring WLAW to broadcast the rejected sermon next Easter. WLAW, represented by James Lawrence Fly of Fly, Fitts & Shuebruk, moved to dismiss the suit for "failure to state a claim upon which relief can be granted."

Summarizing the case, Judge Ford's decision states: "Plaintiff's contention is that under the Communications Act the business of radio broadcasting is affected with a public interest and that, in consequence, contracts between the owner of a broadcasting station and persons seeking to broadcast are likewise affected with a public interest. Therefore, the plaintiff urges that the Communications Act, in imposing on licensees a duty to broadcast in the public interest, by implication, confers on those contracting for broadcasting time a right, notwithstanding any contractual provisions for rejection of programs, to have their material broadcast except where the content of the broadcast is not in the public interest.

"Such an interpretation of the Communications Act must be rejected," the decision declares. "Certainly the act does not confer on anyone any right to broadcast any material at any time, whether or not it has a contract for such a broadcast. Nor does there seem to be any basis for the implication of such a right. There is nothing in the Act to indicate that the mere fact that one party to the contract is a licensee under the Act gives to the other contracting party any greater rights than those which the law ordinarily gives to parties to a contract.

● "It is true," Judge Ford continues, "that licensees under the Act have a duty to operate their stations so as to serve the public interest. The licensee has the duty of determining what programs shall be broadcast on his station's facilities, and cannot lawfully delegate this duty or transfer the control of his station directly to the network or to the advertising agency.

● "He cannot lawfully bind himself to accept programs in every case where he cannot sustain the burden of proof that he has a better program. The licensee is obliged to reserve to himself the final decision as to what program will best serve the public interest. We conclude that a licensee is not operating in accordance with the express requirements of the Communications Act if he agrees to accept programs on any basis other than his own reasonable decision that the programs are satisfactory."

Radio Exhibit Room

WALTER EVANS, Westinghouse Radio Stations, Inc. president, officially starts a "History of Radio" exhibit room at the Carnegie Museum in Pittsburgh next Tuesday (Jan. 10), his firm has announced. During the KDKA (Pittsburgh) Day program of the Pittsburgh Radio and Television Club on that date, Mr. Evans will present an item of historical significance to the Museum as the official beginning of the new room. The exhibit will be opened to the public during National Radio Week next November.

Mr. Evans

Whether on ground level or high above street level on top of tall skyscrapers, BDN'S expertly trained field force will erect your TV, FM or AM antenna and tower quickly and safely.

- Erections completed when promised—no matter how difficult the job
- Perfect erection and operation guaranteed upon completion
- Complete liability insurance carried

BDN STEEL ERECTING CO.

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RACE HORSE SHOWS

WTUX Renewal Favored

HORSE RACE programming in itself is not bad broadcasting, but the determining factor rather is how much of it is used in relation to other subject material and in what manner it is presented.

In brief that is indicated to be the general conclusion of FCC Hearing Examiner Jack P. Blume in his initial ruling fortnight ago to renew the license of WTUX Wilmington, Del. [BROADCASTING, Dec. 26]. WTUX was the subject last spring of Commission investigation upon complaint by Wilmington police alleging that the station's race results broadcasts aided illegal gambling [BROADCASTING, June 20. July 4, 1949].

The decision commented, however, that no consideration had been given "the repeated requests" of the Wilmington Police Dept. "for general rules on horse racing programs to guide all stations, since this proceeding is obviously not the appropriate forum for such rule-making."

The decision did not indicate whether FCC might be planning such a rule-making proceeding to tackle the racing program problem, which would be patterned after the lottery and similar cases.

'National Problem'

The Wilmington police in their requests for such general rules to ban or restrict racing shows had emphasized that the problem of broadcast aid to bookies and illegal gambling is not a one-station or one-community matter, but rather a national problem since radio signals cross municipal boundaries.

In the WTUX initial ruling, Examiner Blume concluded that the programs questioned "were not intended or designed to be of assistance to persons engaged in unlawful activities, but were subverted to that end." He added that although they were not so designed, they were aired "with an almost reckless disregard of their potential use for this purpose."

In favoring renewal for WTUX, the examiner noted that the station's basic program policies were in the public interest although actual programs in some instances did not fully implement these policies. He observed that WTUX was a relatively new station and was managed by newcomers to radio who, "because of financial limitations, were without the benefit of experienced radio counsel."

The decision further observed that when the station owners did retain counsel and during the hearing "previous programming errors were pointed out, applicant's principals were quick to attempt to remedy them." Thus, before the hearing concluded, WTUX had curtailed its horse race broadcasts to the point where Wilmington police stated they no longer were an aid to illegal betting, the decision said.

The examiner also gave consideration to what remedial purpose would be served by refusal to grant renewal and noted the police had stated further that to delete WTUX would not assist in their law enforcement program "since other stations can and do supply bookmaking establishments with the racing information needed by them."

In considering further whether deletion of WTUX would serve any remedial purpose, the initial decision found that WTUX "has devoted substantial periods of time to the needs of civic, charitable, religious and other community organizations, and has provided the only source in Wilmington of valuable foreign language broadcasts, both of which community services would be eliminated if the station were deleted."

Particular notice was made of WTUX's promises as to future programming, the examiner said. He added that these promises played such a large role in considering renewal that were it not for the Commission's rule providing only for full three-year renewals, he would have been inclined to recommend only a one-year renewal so the applicant could affirmatively show the promises were put into execution.

While observing that minority interests properly must be served by specialized programs, the decision indicated that WTUX had effected a program imbalance through the substantial amounts of afternoon time devoted to *1290 Sports Parade* on which racing news was aired. The decision said that WTUX up to the hearing not only aired the results of races and mutuel prices paid, but also a large variety of other racing information such as scratches, track conditions, off-times, predicted post-times, jockey changes and insertions.

Until the hearing, the decision continued, WTUX had no policy of delaying the broadcasts of results which were given on the average of four and six minutes after a race and in some instances within one or two minutes after a race.

"The record herein does not establish that the average listener, or even the listener interested in horse racing as a sport, requires the detailed type of information about horse racing broadcast by Station WTUX, or needs to learn the results of the races with the rapidity with which they were broadcast by that station," the decision said. "Moreover, it is reasonable to assume that persons engaged in legal betting at the race track would not be listening to these broadcasts," it added.

Business Legal

Concerning the sponsorship of the racing reports by Armstrong Daily Sports Inc., "publisher of a daily 'scratch sheet' devoted to horse racing information," the decision stated the Armstrong publication enjoys second class mail privileges and is not considered "in the same class as racing publications which are devoted exclusively to supplying tips on races." It also was noted several courts have found Armstrong's business and publications to be legal enterprises.

"However, the legality of a business or of a product is not the sole test of its suitability for broadcast advertising," the decision said, continuing, "In the instant case, the sponsor's publication is so closely identified with illegal betting on horse races as to raise a serious question as to the suitability for radio advertising."

FCC DENIALS

Cite Business Ability Lack; Study Religious Issue

AN FCC hearing examiner has recommended denial of one application for lack of business ability on the part of the applicant, and tentative denial of another until the Commission decides the First Amendment's applicability to religious stations.

The case involved rival applications of Kansas City Broadcasting Co., seeking 1380 kc for a new 5-kw daytime station at Kansas City, and of the Reorganized Church of Jesus Christ of Latter Day Saints, requesting the same facilities at Independence, Mo.

Examiner J. D. Bond said in an initial decision a fortnight ago that he could not conclude that disputed charges of racial and religious prejudice raised against Evangelist Wendell Zimmerman, president and underwriter of the Kansas City applicant firm, justify his disqualification as a licensee.

Examiner Bond ruled, however, that Mr. Zimmerman's "management of his own business affairs evidence in him either a lack of understanding of, or a lack of appreciation for, elemental business principles and responsibilities," He said Mr. Zimmerman's brother, Fred Zimmerman Jr., who is secretary-treasurer of the company, "demonstrated by his testimony a gross lack of understanding of fiscal matters."

The decision concluded:

This non-operating, recently formed corporation has evidenced such deficiencies in coping with relatively simple business problems as to show clearly that the intricacies and complexities of operating its business as a going concern would prove overwhelmingly insuperable. We doubt that operation of the proposed radio broadcast station could be achieved or maintained in the public interest by this applicant.

In connection with the Reorganized Church's application for Independence, the decision noted that the station would be "used completely to foster the religious and educational interests of the applicant on a non-commercial basis."

But, Examiner Bond maintained, "it has not yet been determined that this Commission may or should grant a permit under these circumstances." He referred to the forthcoming hearing—based on an FM petition of the Southern Baptist Convention and the Baptist General Convention of Texas—to determine whether FCC may, under the First Amendment of the Constitution, establish a specific category of religious broadcast stations [BROADCASTING, Oct. 10, Nov. 21, 1949].

The same question is involved in the Reorganized Church's application, he said, recommending that it be denied without prejudice to the Church's right to petition for reconsideration when the religious radio question has been decided in the Texas case.

TO WHAT BALLROOM ARE SPONSORS FLOCKING?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

WBAL means business in Baltimore

Don Lee Renewal

(Continued from page 23)

hearing while the instant proceeding has been pending, equal justice under the Commission's network rules requires that the licenses of Don Lee Broadcasting System be renewed," Comr. Jones declared.

Comr. Webster saw a possibility that in some future case an applicant in similar circumstances "may—without claiming that it is not engaged in alleged violations, and without assuring the Commission of an intent to operate henceforth in conformance with the provisions of the Act, or the rules and regulations—cite the Don Lee case as a precedent for renewal of its license without hearing."

But, he observed, "since every individual case must be judged on the basis of its merits, I do not consider that my position in this case precludes me from reaching a different conclusion as to what would serve public interest in another case based upon the particular circumstances of the case under consideration."

'Violations Shown'

Chairman Coy held flatly that "the licensee has violated the network regulations. He has stated on the record that he did not believe in the enforcement of the regulations which he felt were inconsistent with the economic interests of Don Lee. Thus, willful violations are shown. In the circumstances I cannot vote for the renewal of the applications."

Comr. Hennock, in a lengthier dissent, wanted to know:

"Without completely vitiating the Commission's authority to regulate, can this proceeding have any result but denial?"

She said:

Each rule here involved provides that "No license shall be granted to a standard broadcast station . . ." which engages in the conduct set forth. The decision that such a result would flow from this type of activity was affirmed by the Supreme Court.

These violations have never been condoned by this Commission; as soon as they were brought to our attention we took the appropriate action, setting the license renewals for hearing. The hearing developed the fact that violations had actually occurred, and also showed that there were no mitigating circumstances.

. . . We have, in the past, when confronted with such deliberate violations, not been reluctant to invoke the "harsh" penalty of deprivation of license. And in the cases of WOKO and WORL [WOKO Albany and WORL Boston, both based on alleged concealment of ownership], this exercise of our authority was upheld by the Supreme Court of the United States.

Comr. Hennock maintained the renewals should be denied for another reason. She pointed out that two transfer applications are pending—one for transfer of control of the licensee company from the late Donald Lee to his son, Thomas S. Lee; the other for transfer from Thomas S. Lee, who has been pronounced incompetent, to the guardians of his estate, Mr. Weiss and Willet H. Brown, president of the network.

Thus, Miss Hennock reasoned:

. . . By granting these license renewals, the Commission is committing the operation of these stations to the hands of persons whom it has never approved as broadcast licensees. . . . Those who comprise the active management of the stations have manifested a flagrant disregard for the mandates of this Commission.

. . . If a licensee can continue to reap the benefits from the use of a public frequency despite the fact that he exercises no control over the manner of its use, and in a case in which the frequency has been used in a manner which violates fundamental policy of the Congress and the FCC, he has acquired what, in my view, is a perpetual right to use of the frequency in any manner that he sees fit. . . .

The Commission found that Don Lee's formal, standard affiliation contract "conforms in its terms to the Chain Broadcasting Regulations," but that the network and its officials had "caused," "forced," or "induced" affiliates to give up rights granted by FCC's rules.

The majority held that Don Lee exerted "unremitting and insistent pressure" on affiliates, sometimes including implied threats to break off affiliation.

The Commission particularly cited Don Lee dealings with KCVC Redding, KVEC San Luis Obispo, KFXM San Bernardino, KFRE Fresno, KDON Monterey, and KYOS Merced, Calif.; KMO Tacoma and KWLK Longview, Wash.; and KOIN Portland; KRNR Roseburg and KFJI Klamath Falls, Ore.

Mr. Weiss, it was pointed out, said that because of his experience in operating stations ranging from 250 to 50,000 w, and because he had FCC and industry respect, he felt he was justified in substituting his judgment for that of a licensee whose experience was limited to operation of one station.

He contended, however, that Don Lee had not used force or coercion. Further, he said, the network and its affiliates had a clear understanding that the final decision on station policies was to be made by the licensee. Conversations and correspondence with affiliates, he said, must be viewed in the light of that understanding.

First 15 Program Hooperatings—Dec. 30 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Jack Benny (CBS) Original Broadcast 21.6 Added by 2d broadcast 2.6*	180	American Tobacco Co. (BBDO)	24.2	25.6	—1.4	1
Radio Theatre (CBS)	172	Lever Bros. (JWT)	21.0	24.0	—3.0	2
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	20.3	17.8	+2.5	7
Godfrey's Talent Scouts (CBS)	156	T. J. Lipton Div.-Lever Bros. (Y&R)	19.6	16.8	+2.8	11
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	19.1	13.6	+5.5	26
My Friend Irma (CBS)	150	Pepsodent Div.-Lever Bros. (FC&B)	18.8	19.2	—0.4	6
Bing Crosby (CBS)	179	Liggett & Myers Tobacco (N-E)	18.2	16.2	+2.0	12
Charlie McCarthy (CBS) Original broadcast 15.7 Added by 2d broadcast 2.1*	180	Coca Cola Co. (D'Arcy)	17.8	17.6	+0.2	9
Groucho Marx (CBS)	154	Elgin American Div.—Ill. Watch Co. (W&G)	17.3	10.2	+7.1	56
Walter Winchell (ABC) Original broadcast 16.4 Added by 2d broadcast 0.9*	285	Kaiser-Frazer (Weintraub)	17.3	23.6	—6.3	3
Bob Hope (NBC)	151	Lever Bros. (R&R)	15.7	17.7	—2.0	8
Suspense (CBS)	169	Electric Auto-Lite Co. (N-E)	15.3	14.4	+0.9	21
Mr. Chameleon (CBS)	138	Sterling Drug Co. (D-F-S)	15.1	10.4	+4.7	55
Bob Hawk (CBS)	163	R. J. Reynolds Tob. (Esty)	14.9	13.0	+1.9	31
F. B. I. in Peace & War (CBS)	149	Procter & Gamble (Biow)	14.7	11.1	+3.6	47

* Second broadcast on same day in some cities provides more than one opportunity to hear program.

NAB Advertising List

BIBLIOGRAPHY on "Public Service Aspects of Advertising" has been compiled by NAB's research and library staffs. They will be mailed by NAB on request. The list is divided into four groups—public interest and welfare, information and education, consumer attitudes, and economic aspects.

Orr Agency Promotes

TWO EXECUTIVES of the Robert W. Orr & Assoc., New York agency, were promoted last week. They are John H. Baxter, vice president in charge of creative activities, who has been appointed executive vice president and member of the board of directors, and Eldon Sullivan, vice president named assistant to the president and board member.

Specially Designed

KFRE, Fresno, California. Front view of 50 kw AM transmitter control console and Johnson cabinet containing phasing equipment.

JOHNSON PHASING EQUIPMENT

Illustrated is a perfect example of Johnson craftsmanship — Phasing equipment exactly duplicating style and color of transmitter cabinets.

All Johnson phasing equipment is individually designed for the job. Adequate safety factor of all components, ample front panel control and adjustment of each circuit is provided.

In addition, Johnson Phasing Equipment offers optimum circuit design, heavier components with a wider range of tuning adjustments and automatic switching from directional to non-directional operation.

Johnson, for many years a leading supplier of antenna phasing equipment, manufactures units with power ratings from 1 to 50 kw. Standard as well as custom cabinets to match your equipment are made in the Johnson plant.

Your inquiries are always welcome.

E. F. JOHNSON CO.
WASECA, MINNESOTA

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

MARCH OF DIMES
Adds to Radio-TV Staff

SIX STAFF members to augment the Radio-Television Div. for the 1950 March of Dimes campaign were named last week by Howard J. London, director of motion pictures, radio and television for the National Foundation for Infantile Paralysis.

Those added to the Radio Div. are: Jeanne C. Austin, former commercial writer and assistant daytime script supervisor for J. Walter Thompson; Barbara Boothe, former television writer for Standard Brands and member of the writing staff of CBS; Ann-Lou Davis, previously a radio writer for Compton Advertising; Joe Gratz, former CBS producer and director; and Edward E. Scovill, former director of public affairs for CBS, Washington.

John Becker continues as assistant to Mr. London with Kirk B. Alexander as production assistant, Charles C. Bennett as radio script writer and Michigan Kroll as script editor. John Swallow is West Coast production chief in Hollywood and Jack Fisher serves as Chicago national radio representative.

Connie Martin Ryan, formerly with Veterans Hospital Camp Shows and CBS trade news editor, is handling radio publicity for the the campaign.

One Does It in Mid-America!
ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters
KCMO
Kansas City's ONE and ONLY
50,000
watt station
810kc
Programmed for Mid-America Audiences
Feature Availability
Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!
National Representative—John E. Pearson Co.

'50 Outlook

(Continued from page 25)

of National Broadcasting Sales Ltd., Toronto, looks for slightly larger radio revenue next year, with the overall radio picture rising 4 or 5% and the Canadian industry undergoing a 6 to 7% increase. He expects a slight (3%) increase in general business and a jump of 7% in operating costs.

The heretofore undeveloped French-language market will aid radio in experiencing a 10-15% rise in volume, according to John R. Fox, general manager of Omer Ranaud & Co., representative firm in Toronto.

The "increased interest in Canada by U.S. customers, especially soap companies, who are buying local programs, spot announcements, and quarter-hour programs . . ." will help make 1950 a good year for Canadian radio, according to A. A. McDermott, sales manager of H. N. Stovin & Co., Toronto. Automotive sponsors also will contribute to the increase in AM spot and sales. Overhead will increase, but general business will go up with it, says Mr. McDermott.

Mr. McDermott

Manufacturers

Westinghouse Electric Corp. will increase TV set output 75% in 1950, according to F. M. Sloan, manager of the Home Radio Division, with factory facilities being increased one-third. Increased efficiency will make possible reductions in cost of sets, he said.

Mr. Sloan

Mr. Sloan predicted the unprecedented demand that exhausted supplies of name-brand radios and TV sets at Christmas will be projected into the first quarter of 1950. Despite record production, the Westinghouse division was unable to filll orders and the biggest problem in the fourth quarter was not sales but allocation, he said.

The long-range market for television shows great promise, he added, with over 24 million families to come within range of TV stations by the end of 1950.

John W. Craig, vice president of Avco Mfg. Corp. and general manager of its Crosley Division, said: "The sale of 10 million radio sets in 1949 and the fact that fall and winter buying have produced an actual shortage of radios on the market, firmly refute the contention made in the earlier days of television that radio was on its way out." He estimated there would be a market in 1950 for some six million home radios, 3 million auto sets and 3,200,000 TV sets.

Dr. W. R. G. Baker, vice president of General Electric Co. and general manager of its Electronics Dept., predicts the electronics market will set new sales records in 1950, spurred by TV's "tremendous sales potential" and a substantial market for radios and radio-phonographs.

Dr. Baker

The public will spend over $800 million for TV receivers, plus $60 million for installations, he said. Color TV is at least five years away on a national scale, he explained.

Dr. Baker believes the nation will have 300 TV stations by the end of 1951. He says TV and radio have their respective spots in the field of public service and one will not replace the other. He referred to the surprising consumer demand for small radios and radio-phonographs in the last quarter of 1949.

AFRA VS. WSTV
NLRB Upholds Union Claim

NATIONAL Labor Relations Board last Friday upheld recommendation of a trial examiner that WSTV Steubenville, Ohio, "cease and desist" certain alleged unfair labor practices in its bargaining relations with American Federation of Radio Artists.

Case arose from a charge filed by AFRA's Pittsburgh local Nov. 10, 1948, that the Valley Broadcasting Co., WSTV licensee, had refused to bargain with the talent union. Trial Examiner filed his recommendations last summer [BROADCASTING, May 16, 1949]. The labor board noted that AFRA was the duly-designated representative and urged Valley Broadcasting Co. to "cease and desist" from refusing to bargain collectively and engaging in other unfair practices. Order affects announcers, newscasters, sound effects men and those who play records and transcriptions. Musicians are excluded.

Telecasting Insert
Pull Out for Filing

Open Mike

(Continued from page 14)

that of another radio man. And here's the humorous angle. Ed Johnson's pic was inserted—and Ed's my competitor at WRBL Columbus. Pic probably was lifted from a pic of Jim Woodruff, Ed and me.

I told Ed I didn't mind if he didn't. And the same goes with you! . . . .

Ed J. Hennessy
Commercial Manager
WGBA-FM Columbus, Ga.

Mr. Hennessy

Mr. Johnson

CATHOLIC SERIES
Three 1950 Programs Open

THE National Council of Catholic Men yesterday (Sunday) launched two of its 1950 program series and the third is scheduled to begin on Thursday of this week.

The Rt. Rev. Monsgr. Fulton J. Sheen, nationally known religious speaker, began his 21st series on *The Catholic Hour* (NBC, Sunday, 6-6:30 p.m. EST), and Clare Boothe Luce, author, lecturer and former member of Congress, was the first guest of Fr. Urban Nagle on the new *Hour of Faith* (ABC Sunday, 11:30-12 noon EST). On Thursday, Jan. 5, Fr. Richard Ginder, associate editor of the magazine, *The Priest*, will begin a series of talks on the MBS program series called *Faith in Our Time* (Thursday, 10:15-10:30 a.m. EST).

Gates has it
IF IT IS FOR A BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

JANUARY 2, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Want a lot

for your money?

TRY DU MONT DAYTIME TELEVISION

If you have a message for the Homemaker,
you'll find Du Mont Daytime Television is a mighty economical
way to *show* her while you *tell* her. Remember,
Du Mont pioneered Daytime Television and Du Mont
has the pick of the Daytime shows—both for
Network and local sponsorship.
Buy what you want—one market or many.
For anything in Television, call:

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y.

Du Mont's Newest

SHOPPERS' MATINEE

An afternoon in an imaginary department store with
delightful segments on food, fashions, glamour, homemaking,
photography, song and entertainment.

NAMED TOP TV NEWSREEL OF THE NATION BY NARND

WBAP-TV'S TEXAS NEWS

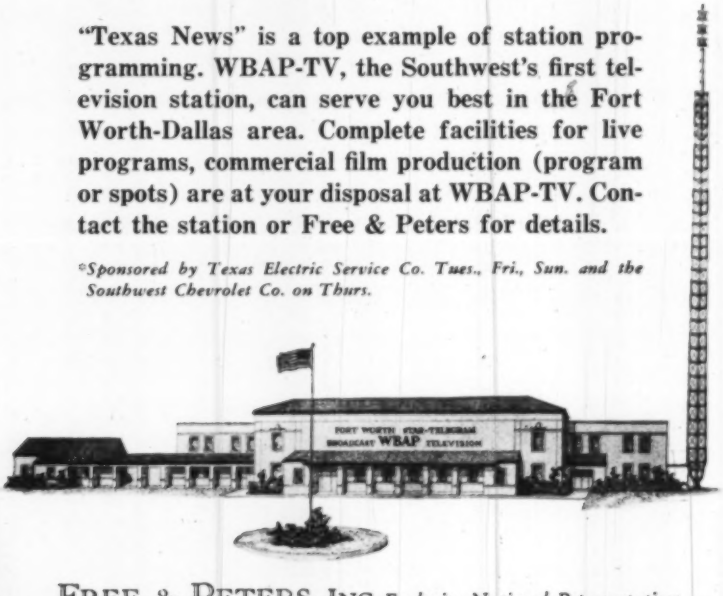
FILMED, processed, edited and narrated completely by fast-moving WBAP-TV newsroom personnel is "Texas News," a 10-minute newsreel recently named the nation's best by the National Association of Radio News Directors.

Aired at 6:45 p. m. Sunday, Tuesday, Thursday, Friday and Saturday* on the Star-Telegram's WBAP-TV, an average "Texas News" covers eight stories — four from the Dallas area, and four from the Fort Worth area. No story is over 24 hours old, and many of them develop as late as two hours before air time.

"Texas News" staffers often travel over 300 miles by auto or chartered plane to get one story. Their filmed stories have been telecast repeatedly over NBC and other stations across the nation.

"Texas News" is a top example of station programming. WBAP-TV, the Southwest's first television station, can serve you best in the Fort Worth-Dallas area. Complete facilities for live programs, commercial film production (program or spots) are at your disposal at WBAP-TV. Contact the station or Free & Peters for details.

*Sponsored by Texas Electric Service Co. Tues., Fri., Sun. and the Southwest Chevrolet Co. on Thurs.



FREE & PETERS, INC. *Exclusive National Representatives*

Fort Worth Detroit Atlanta San Francisco Chicago New York Hollywood

A Service of Broadcasting Newsweekly

National Press Bldg. Washington 4, D. C.

JANUARY 2, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

SATURDAY NIGHT ON NBC-TV

2½ Hour Show Proposed

NBC Television Network last week asked interconnected affiliates to clear time for the two-and-a-half-hour Saturday night program that Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of television, has been shaping up for more than two months.

The network advised its affiliates it would compensate them at their regular half-hour network rates for five half hours, 8-10:30 p.m., Saturday. The affiliates were told the program was scheduled to begin Feb. 4.

According to Mr. Weaver's plan, the two-and-a-half-hour show will be sold to several sponsors, whose commercials will be telecast on a rotating basis. There will be three one-minute network commercials in each half hour.

The regular 30-second chain breaks prevailing in ordinary network schedules and available to stations for spot sales will not be disturbed, a network spokesman said.

It was understood that NBC-TV would need to clear its Saturday night program on at least 15 stations if the project were to succeed. Stations must agree to carry the entire two-and-a-half-hour show if they carry it at all. A network spokesman was careful to point out that although the show fell within network option time, affiliates could reject it if they chose.

The exact format of the program that NBC intends to put in the Saturday night period was not yet disclosed. It was known, however, that Mr. Weaver had been contemplating a "Saturday night on the town" which would cover a variety of entertainment. The idea is that the home audience will be taken to the theatre, to night clubs, to the movies and to other sources of amusement without leaving home.

By distributing the cost of the show among a number of sponsors, whose commercials will be changed among the various half-hour segments from week to week in order to give them equal time advantages, the cost-per-sponsor will be less than that an individual advertiser would have to pay for a half-hour program of similar merit, according to Mr. Weaver's plan.

Whether NBC-TV had acquired sponsors for the program was not known. In its message to its stations, the network did not identify possible sponsors nor did it explain the format of the show.

IN THIS TELECASTING . . .

NBC-TV Proposes 2½ Hour Saturday Night Show 3
Folsom Cites TV's Spectacular Rise 3
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NBC-TV Sets New Rates for O & O Stations 12

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TBA CLINIC

Appoints Barry Chairman

CHARLES C. BARRY, ABC vice president in charge of radio and TV programming, has been appointed chairman of the annual clinic of Television Broadcasters Assn. to be held Feb. 8 at New York's Waldorf-Astoria Hotel.

Mr. Barry

The one-day clinic will be devoted entirely to the problems of commercial and sustaining programming of TV stations and networks, Mr. Barry said. It will be preceded by the annual business meeting of TBA members, at which directors will be elected to replace those whose terms expire at that time.

Representatives of TBA and NAB met last week in exploratory sessions on standard TV rate card and contract forms. Groups hope to reach agreement on the most suitable forms of rate card and contract for use by all TV stations. Subsequently, these forms will be presented to the Radio and TV Committee of the American Assn. of Advertising Agencies for acceptance by its members.

FOLSOM REPORTS

Says TV Rise Unprecedented

A SPECTACULAR rise, unprecedented in the industrial history of the United States, has been made by television, according to a year-end statement by Frank M. Folsom, president of RCA.

"During October, after only three years of production, television achieved the going rate of a billion-dollar-a-year industry," Mr. Folsom said. "No other enterprise of the past has moved so far in so short a time."

Pointing out that it took the automobile industry more than 10 years to reach a similar mark, Mr. Folsom said the wholesale value of all TV sets purchased by the American public exceeds $1 billion—another unequalled record.

Set Demand Great

"So great was the public demand for television receivers, particularly in the last half of 1949, that some of the major producers were from two to eight weeks late in deliveries," Mr. Folsom said. "The total number of sets produced and sold during the year amounted to 2,500,000, or 500,000 more than had been predicted. In New York City alone, the number of television sets in use rose to 1 million."

Turning to 1950, Mr. Folsom said the outlook is exceptionally good, asserting that industry may be expected to produce and sell between 3,500,000 and 4 million receivers, bringing the total number of sets in use by the beginning of 1951 to more than 7 million and the potential television audience to at least 25 million persons.

"To achieve new production records in 1950," Mr. Folsom continued, "industry reports indicate that capacity will be increased by nearly 50%. This will be accomplished through the addition of new manufacturing facilities. The only limiting factor that can be foreseen at this time will be, as it was in 1949, the ability of component parts manufacturers to keep pace with demand."

He cited as one of the outstanding developments in TV during 1949 introduction by RCA of the new 16-inch metal cone kinescope, or picture tube, "more economical to produce than its all-glass counterpart, enabling substantial reductions in the cost of large-screen, direct-view television receivers. Their success was immediate," Mr. Folsom declared, "and at no time during the year was RCA able to produce 16-inch receivers in sufficient quantity to meet the public demand."

* * *

Mr. FOLSOM

The impact of television on the national economy is already having far-reaching effects, Mr. Folsom said. He pointed out that vast amounts of raw materials are being drawn from all sections of the country, and tens of thousands of workers are being employed to turn these materials into television set components and sub-assemblies. "This activity, together with the larger operation of manufacturing complete receivers, contributed substantially in helping to stop the general industrial slump experienced in the early part of the year," he stated.

According to Mr. Folsom, the reasons for the public's "enthusiastic and whole-hearted acceptance of television as a fundamental addition to home life are clear" and he stressed these points:

1. High standards of performance and value adhered to by most manufacturers in the television industry.

2. Rapid increase in the number,

(Continued on Telecasting 10)

Telefile:

DON LEE'S KTSL (TV) MARKS 18 YEARS IN TELEVISION

TODAY KTSL (TV) Los Angeles operates secure in the knowledge that the area boasts a set circulation in excess of 300,000, but W6XAO started just 18 years ago knowing its maximum audience did not exceed five sets.

Besides observing the Yuletide season, the Don Lee Broadcasting System last month celebrated the 18th anniversary of KTSL which first took to the air as W6XAO Dec. 23, 1931. Present at the start were the late Don Lee, founder of DLBS; Harry Lubcke, now director of television research, and a staff of three men.

Despite the long history of Don Lee in television, the firm is still looking forward to its future, according to Willet H. Brown, DLBS president. In his words, "television is not 'old hat' to Don Lee Television-KTSL (W6XAO). Television is not merely a matter of looking at the record; to us television remains a challenging future."

Mr. Brown is not a man who believes in the status quo. He recognizes that pioneering still remains for his organization. "Until 1939," he reminds, "we were obliged to manufacture all of our equipment, including receivers, to carry on. However, we managed to continue leading the way, albeit scarcely more than a 'baby' ourselves in a then truly infant industry. Now during television's similarly trying introduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come."

The spirit of Don Lee's continued forward movement in television as guided by Lewis Allen Weiss, board chairman, and President Brown, is reflected in their recent selection of Charles Glett, motion picture executive, as vice president in charge of television, and Cecil Barker as executive producer, thereby injecting motion picture thinking into television.

"Don Lee has engaged in TV research and operation for a longer period than any other network," Mr. Brown points out. "Recently Don Lee also participated in the development of the new 'Electra-Zoom' lens for television cameras. And so it goes, Don Lee continues to seek the proverbial better mousetrap, content only with the most, and best possible, since the days when we built the first structure ever erected specifically for television atop Mt. Lee" (overlooking Hollywood).

Among the various historical television accomplishments claimed by the Don Lee organization are:

● May 10, 1931—First time in Los Angeles that a television image was transmitted from one side of a room to the other on newly developed all-electrical equipment.

● Dec. 23, 1931—W6XAO, one of the first—if not the first—television transmitters of the present-day type, went on the air, telecasting one hour per day, six days a week.

● May 21, 1932—First known reception of television images in an airplane. Made in a Western Air Express tri-motored plane, carrying Los Angeles news representatives.

● March 10, 1933—First showing of full length motion picture, "The Crooked Circle," then being shown in theatres.

● March 23, 1933—First television coverage of a disaster by means of rapidly processed newsreel film, showing scenes of Long Beach earthquake.

● April 4, 1933—First showing of current Pathe newsreels.

● Aug. 30, 1937—Published seven rules for taking motion pictures intended for TV, formulated from having telecast three million feet of movie film.

● Dec. 23, 1940—Mt. Lee television completed, the largest, highest and most complete plant built specifically for television up to that time.

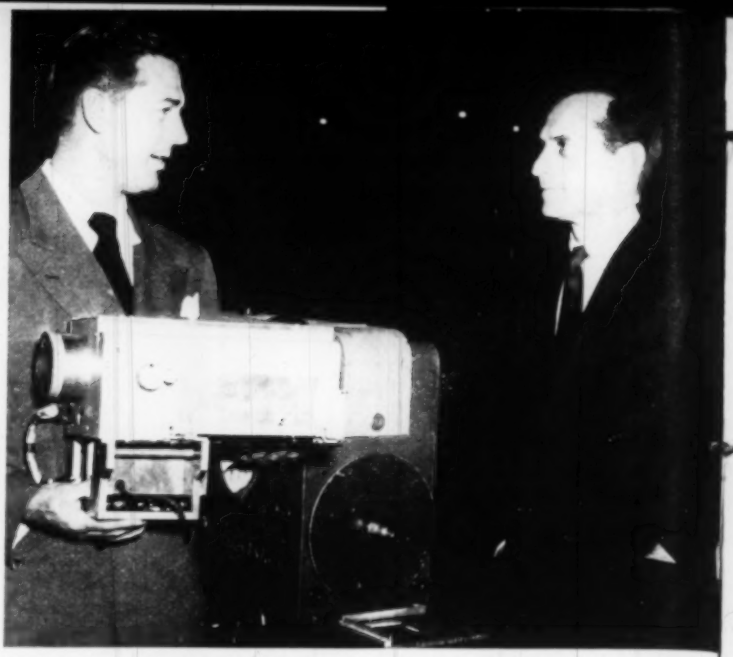
● Sept. 30, 1946—First tennis match to be played on a television stage, when National Champion Ted Schroeder, and others, participated in exhibition matches on regulation court set up on stage of Mt. Lee studios.

● Dec. 23, 1946—Fifteenth anniversary of W6XAO on the air. To that date station had telecast 7,331.6 hours and exhibited 13,601,600 feet of film via television.

● May 21, 1947—Started first sustained daytime telecasting with several - weekly presentation of *Queen for A Day* radio program and presented simultaneously.

● April 1, 1948—Telecast first symphony west of New York, with Los Angeles Philharmonic.

● Dec. 7, 1948—First Air Force plane-to-television station images. Air Force B-17 used to show viewers extensive scenes of greater Los Angeles from air. Images beamed direct from moving plane to trans-



WILLET H. BROWN (l), Don Lee president, demonstrates the Electra-Zoomar to Charles Glett, vice president in charge of television.

* * *

CAMELS' sponsorship of Friday night boxing telecasts from Hollywood Legion Stadium is discussed by (l to r): Bill Symes, director of sports and special events for Don Lee TV; Kendall Foster, vice president and TV head of William Esty Co., handling Camels account, and Bob Hoag, sales manager for Don Lee television.

* * *

Mr. WEISS

mitter and relayed.

Aside from making it technically possible for Don Lee to launch itself in television, Mr. Lubcke has substantially contributed to the lore of television in the west. While still a student of engineering at the U. of California in Berkeley, he built his first television set. He recalls reception with this set of TV transmission from Washington, D. C., in 1926-27; it was nothing more than a repetitious image of a girl bouncing a ball, transmitted by a man named C. Francis Jenkins via the two-megacycle band.

Also before graduating from college, Mr. Lubcke had delivered a technical paper at a meeting attended by Philo Farnsworth. Impressed with the youth, Mr. Farnsworth offered him a job at his laboratories. Upon graduation, Mr. Lubcke became assistant director of research, working directly under Mr. Farnsworth. From there he went south in 1930, where he contacted the late Mr. Lee, Mr. Weiss and Mr. Brown, talked television and has been with the organization ever since.

Thanks to Mr. Lubcke's memory, historians may learn that the first Los Angeles TV fan was Howard Tremaine, a motion picture studio engineer, who had built his own set. From him came telephone calls and notes commending the station's programming and transmission in its early days. From an audience which was so personal, Mr. Lubcke has seen television grow to a mass communications medium in Los Angeles.

Now that television's next big technical step will be color, Mr. Weiss and Mr. Brown have a man with an ideal background for the post they created as director of television research in charge of color—Mr. Lubcke. While he will venture no guesses on the "when" of color television, Mr. Lubcke firmly believes that the system to gain commercial approval will not be one existing system but rather a combination of two or more.

* * *

SUMMING up the position of the technical progress of his organization, Mr. Brown says:

* * *

Mr. BARKER

"Don Lee is proud that it developed and demonstrated successfully the first all-electronic system known west of the Mississippi and is very proud for having assisted in the formation of present-day approved standards. This projection goes on in the now-developing TV film-recording system Don Lee will use."

* * *

TELECASTING on Channel 2, KTSL transmits on 66-72 mc with 16.2 kw visual and 8.7 kw aural. Its current transmission site atop Mt. Lee is approximately 2,200 feet above sea level but the plan is to move the site to Mt. Wilson as soon as possible. FCC approval has been sought.

Overseeing Don Lee's television operations is Charles Glett, vice president. Mr. Glett formerly was managing director of the Motion Picture Center and previously a vice president in charge of David O. Selznick production and studio operations. His is a background in motion pictures which extends from financing through production. Additionally he has had experience in the production of industrial films as well as in talent management. During the war he supervised more than 20 film production units while serving as an officer with the Signal Corps.

Mr. Glett states frankly that he believes TV to be a motion picture medium—whether the fare is produced live or on film. But he hastens to explain that "when the man with the screwdriver got off the motion picture camera, the motion picture business became creative." The time is past, he says, when an electronic engineer is all that is needed on a television camera. He has no objection to a cameraman who also knows electronics, but he insists that his cameramen have an understanding of such matters as lighting and setting up.

Not at all one-sided in his view of television as a motion picture medium, Mr. Glett readily admits that there are facets of TV production from which the motion pictures could profit. He cites as an example the sustained "take" of a live television show which calls for a performer to go through the length of the program whether it is 15, 30 or 60 minutes in length. This he feels will certainly alter the existing brief "takes" of motion pictures which are sometimes as short as 30 or 60 seconds.

Mr. Glett does not believe in running sustaining "live" programs for a prolonged period of time. In fact he would consider it ideal if KTSL telecast no such programs, except for public service programming. Thus, most "live" KTSL programming is commercial except for those segments which are being showcased for sale, and the public service programming.

He fully recognizes that a program has to be seen to be bought but doesn't think it need run interminably as a sustainer. The station selects programs which are considered likely entertainment and they are thoroughly rehearsed before ever being seen on the air. Additionally, a "preview" technique is being developed to show programs to a studio audience via closed-circuit. Each attendant is provided with a card for critical comment. After compiling the comments along with the critiques of the station's staff, program revisions may be undertaken. When the program is then adjudged ready to roll, it may be telecast a few times and kinescoped. With this visual presentation, the station's sales force has a handy product to sell. That which is sold may be put on the air and that which lacks commercial appeal need not have endless money expended, Mr. Glett reasons.

* * *

AT the present time, KTSL is telecasting approximately 20 hours weekly on a Monday through Friday basis. Within 60-90 days, Mr. Glett intends to expand the station's schedule to include weekend nights and by spring he hopes to add about 10 hours of daytime programs to the station's weekly schedule.

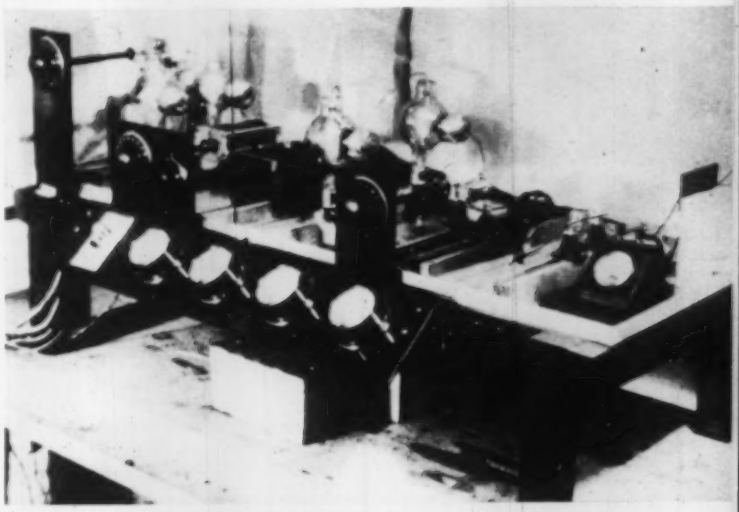
Of the present average of 20 hours each week, about one third is live, including remotes. Kinescoped programs, obtained through the station's affiliation with DuMont, presently provide about two more hours a week; early in 1950 this will be increased by two more hours. All other programming seen on the station is film.

In addition to this mode of operation, Mr. Glett told TELECASTING definite plans have been drawn to evolve a motion picture workshop group as still another source of programming. He said that the first story property had been obtained and only formal negotiations had to be completed before an announcement is made.

This group will work in both live

(Continued on Telecasting 12)

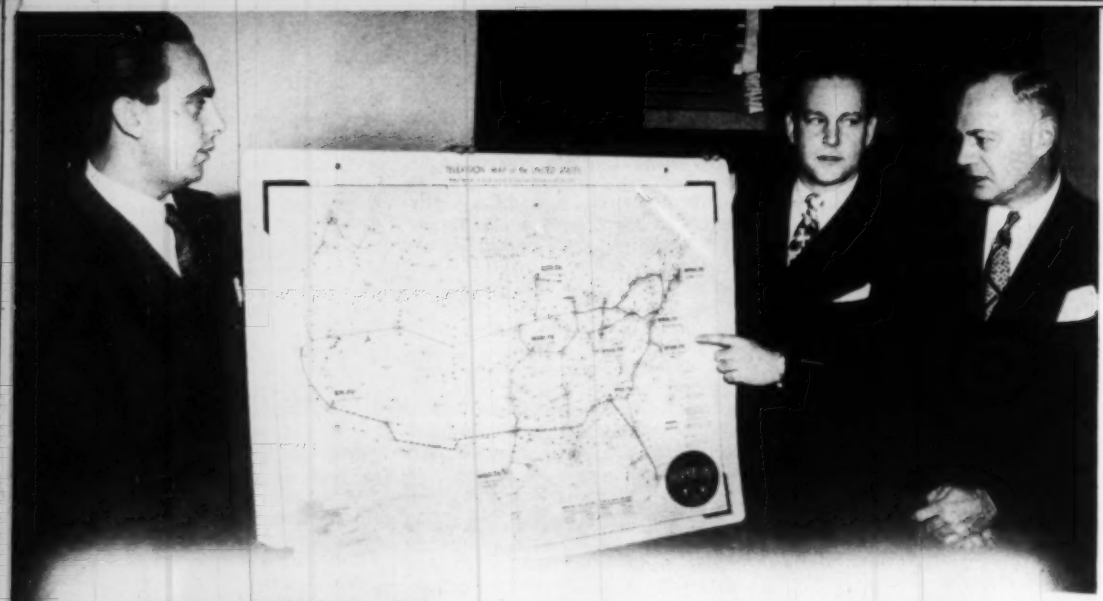
* * *



HISTORIC pieces that typify Don Lee pioneering in television:

Above—**The first transmitter used by W6XAO for over-the-air transmission back in October 1931 when Don Lee was operating from Seventh and Bixel Sts. and the initial signals were picked up on a receiver in a vacant lot a block away. Later the distance was increased to 10 miles. Transmitter is shown without its protective cabinet.**

Below—**Harry R. Lubcke, director of TV research in charge of color for Don Lee-KTSL(W6XAO), explains component parts of the first-known TV receivers in Los Angeles to his daughter, Joan, now 13. Joan is believed to be the veteran televiewer of her generation, the Lubcke home having had a television set since before she was born.**



EXAMINING the Petry TV map are (l to r): Jose DiDonato, director of sales service, Petry TV department; Douglas MacLatchie, Petry TV time salesman; and Joseph Allen, director of public relations, Bristol-Myers.

* * *

AM and TV sales direction, sales force and sales promotion—even down to physical separation of our office space. As a matter of fact, we have even been kidded about the fact that our AM salesmen don't even know our TV men, and vice versa. There's some truth in that. We want it that way.

"We believe that's the way to do a better job for our stations, for advertisers, and for their agencies," he concluded.

Kiggins for TV

Turning from thought to action, Mr. Petry engaged Mr. Kiggins, veteran network executive, to build and operate his TV division. Mr. Kiggins, who had topped off his long service in sales and station relations at NBC and ABC with two years as an officer and consultant of Television Assoc., agreed with the Petry reasoning and went to work to carry it out.

By the end of September, Mr. Kiggins had his office space well populated. There were—and are—five salesmen: Douglas MacLatchie, who had joined the Petry sales staff in February, moving from WFIL-TV Philadelphia; William Cornish, former agency radio and TV director and time salesman for the DuMont TV Network and DuMont's own video stations; Donald P. Campbell, veteran network salesman with NBC, ABC and MBS experience; Robert S. Wilson, formerly in charge of cooperative program sales for Mutual's Central Division; Richard Arbuckle, previously space representative for

(Continued on Telecasting 11)

The Petry Philosophy:

SELL VIDEO SEPARATELY

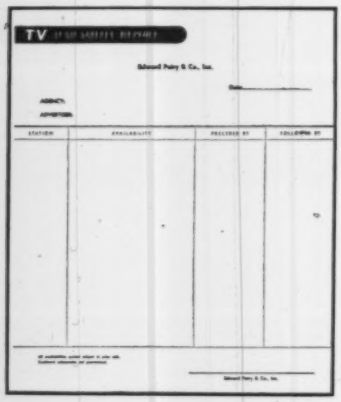
Divorce of the Visual From the Aural Keynotes Firm's Television Success

ON THE FIRST day of September 1949, Keith Kiggins took occupancy of the second floor of the building at 343 Lexington Ave., New York, and set out to build an organization that would live up to the new gold letters on the door, reading "Edward Petry & Co. Inc.—Television Department."

Reason for the new office space, half a mile across Manhattan from the Petry headquarters at 42d and Madison, was the same as for the new department, itself. Edward Petry, president of the company that has been among the leading station representative organizations since the early 30s, had been thinking about television and sound radio and had reached some definite conclusions.

Mr. Petry observed that when

* * *



FOR streamlined service, Edward Petry & Co. has such reports as its "TV Availability Report," listing the complete facts and figures that the timebuyer and sponsor want to know.

"AM was in its infancy, station representatives believed they could represent competing stations in the same market. In founding The Petry Co. 17 years ago we felt differently and established the now accepted practice of exclusive representation." He continued: "And now ever since television came to life as an advertising medium, every radio representative has faced the temptation to rationalize the feasibility of a combined AM-TV sales operation.

"His thinking goes somewhat like this: Ownership of stations is often the same; in many agencies the buyer is the same; often, too, the advertiser is the same. Why, then, shouldn't the seller be the same?

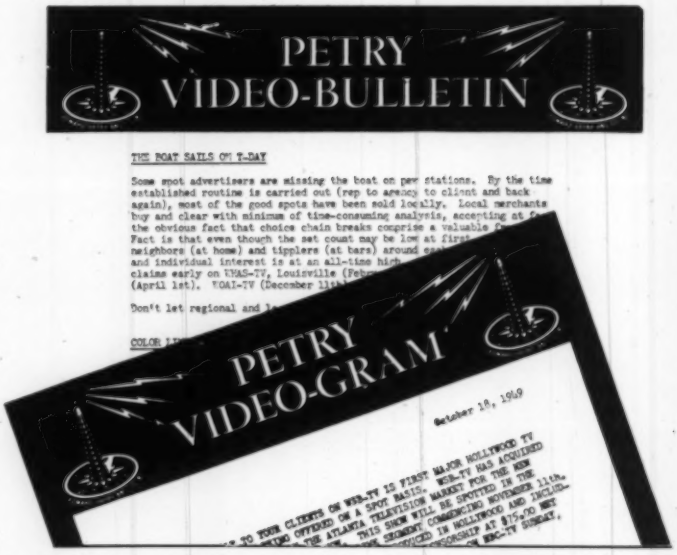
"That's an easy bill of goods to sell yourself," he commented. "It's cheaper; it's easier. And it's just as good . . . isn't it? You don't need initiative, added effort, and the willingness to invest considerable money in a new and separate operation. Actually, you don't need to *do* anything. Long live Status Quo!

"But let's not kid our stations, advertisers or ourselves," Mr. Petry advised.

"At the risk of being called simple and old-fashioned," he said, "we maintain that a good salesman must first of all believe in and be enthusiastic about what he has for sale to the exclusion of all else. For the salesman who really deserves the name there are no two ways about it. He simply cannot wholeheartedly and honestly sell two things which compete for the same advertising dollar. He can't sell Sunday supplements and daily papers—or car cards and billboards—or network radio and spot—or AM and TV—no matter what their superficial similarities."

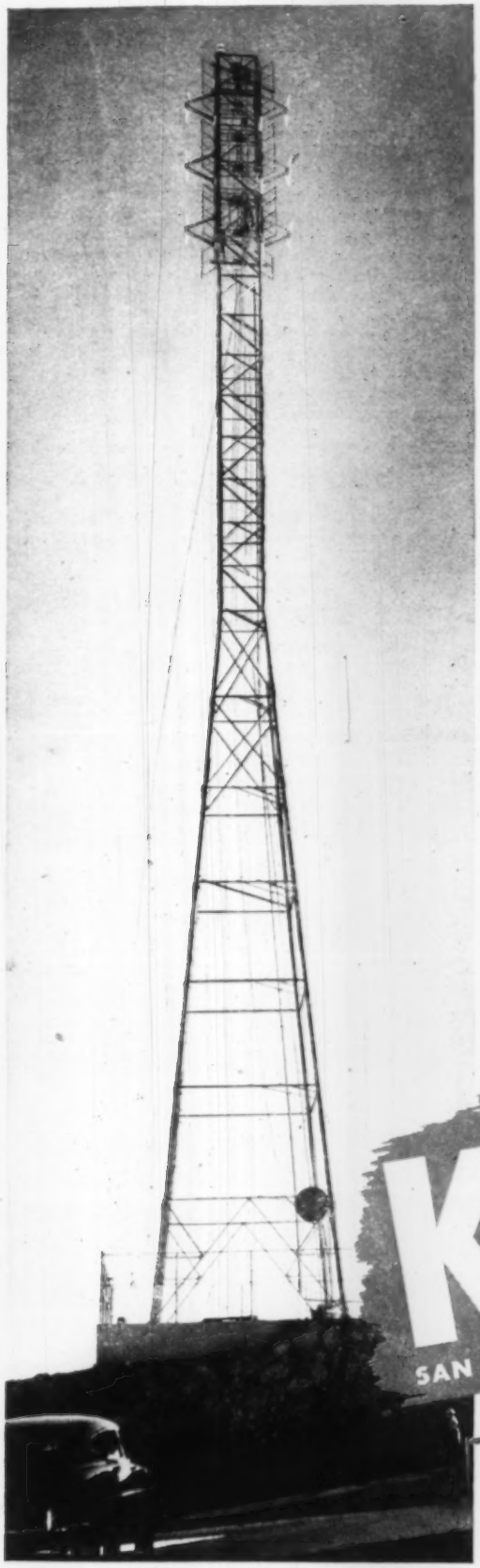
Mr. Petry explained, "We at the Petry Co. believe this so completely that we have entirely separated our

* * *



Among the more effective promotions is the *Petry Video-Bulletin*, a mimeographed newsletter that includes such topics as program availabilities, trends, tips in television, etc. Also an eye-catcher is the *Petry Video-Gram*, a priority message about spot television.

XUM



GET "CLEAR SWEEP"
TELE-SELL IN THE SAN FRANCISCO
BAY AREA WITH...

San Francisco's Highest TV Antenna

KRON-TV's modern antenna was created especially to serve this multi-County market. It rises 1,480 feet above sea level . . . has 14,500-watt power (is designed for 100,000 watts directional power) . . . occupies San Francisco's highest and finest telecasting location.

Telecasting from "Television Peak"—atop San Bruno Mountain, just south of San Francisco—KRON-TV brings NBC network and popular new local programs to the Bay Area's fast-growing television audience.

For "Clear Sweep" television advertising in the San Francisco area...*check KRON-TV first!*

KRON TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

• Represented nationally by FREE & PETERS, INC. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco

Telestatus

Rorabaugh November Report

(Report 92)

IN the first 11 months of 1949 the number of television advertisers increased by over 210%.

Between the December 1948 and November 1949 reports, total advertisers jumped from 680 to 2,195. The number of reporting stations increased from 41 to 86 with television markets going from 23 to 51 in the 11 month period.

Total advertisers increased from 1,891 to 2,195 between October and November of 1949, the latter figure excluding the spot and local business of two stations which did not report.

This information is based on figures supplied to TELECASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network figures cover all stations for the entire month and are obtained directly from the networks' headquarters. Spot and local business information is supplied by the stations and covers the week of Nov. 6-12. Two stations did not report their business in November.

Total network advertisers moved up from 76 in October to 78 in November. Although this would indicate the network field had settled down for the fall-winter season, there were seven network sponsors who dropped entirely from the picture while nine new ones entered. In addition to those nine, there were four advertisers included in the October total who placed additional business in November. Conversely, several advertisers who were included in the totals for both months decreased their time purchases. A few new sponsors in November made their time purchases for special one-time-only programs.

New Advertisers

Goodyear Tire & Rubber Co. started the half-hour *Paul Whiteman Goodyear Review* on 40 stations. Ford Motor Co. purchased time on 12 stations for two, hour-long telecasts each day, five days a week, from the United Nations. Gulf Oil Corp. switched *We the People* from CBS-TV to NBC-TV and increased the number of stations to 29.

The biggest losses between the two months were the hour-long *Fireball Fun-for-All* sponsored by Buick Div. of General Motors and *Crusade in Europe* backed by Time Inc. The Buick program appeared on 35 stations and *Crusade in Europe* on 33.

The 78 different network advertisers in November sponsored 95 shows. ABC dropped from 18 advertisers in October to 15 in November. CBS went from 35 to 33 and the DuMont TV Network lost one advertiser, giving it four in November. Four new advertisers appeared on NBC-TV bringing the November total to 36. (If an advertiser sponsors more than one program on a network he is counted only once for that network. If he sponsors programs on more than one network he is counted in the total for each network where business is placed.)

Total number of advertisers in the national-regional spot field increased by 21, going from 399 in October to 420 in November for the reporting stations. There were 75 newly active accounts, the difference being due to accounts dropped. Most of the addition and deletion activity was confined to

(Continued on Telecasting 14)

* * *

TABLE I

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

Markets Covered	Number of Reporting Stations	Network	Nat.-Reg. Spot	Local	November Total	October Total	Gain or (Loss)
Albuquerque	1	6	—	1	7	8	(1)
Atlanta	2	25	21	46	92	87	5
Baltimore	3	67	43	61	171	170	1
Birmingham	2	11	6	17	34	39	(5)
Boston	2	65	61	38	164	154	10
Buffalo	1	41	36	56	133	118	15
Charlotte	1	11	7	9	27	25	2
Chicago	4	66	88	85	239	210	29
Cincinnati*	2	53	39	53	145	87	58
Cleveland	2	61	46	38	145	131	14
Columbus	3	52	36	73	161	122	39
Davenport	1	5	2	7	14	—	14
Dayton	2	50	34	49	133	78	55
Detroit	3	68	49	56	173	164	9
Erie	1	41	11	47	99	98	1
Ft. Worth-Dallas	2	14	22	16	52	50	2
Grand Rapids	1	19	4	19	42	37	5
Greensboro	1	8	4	7	19	17	2
Houston	1	15	17	67	99	102	(3)
Huntington	1	5	3	24	32	—	32
Indianapolis	1	15	12	23	50	45	5
Jacksonville	1	10	3	7	20	—	20
Johnstown	1	15	6	6	27	21	6
Kansas City	1	9	5	6	20	—	20
Lancaster	1	37	13	32	82	79	3
Los Angeles	7	31	82	155	268	235	33
Louisville	1	15	14	15	44	44	—
Memphis	1	16	9	24	49	54	(5)
Miami	1	13	8	52	73	53	20
Milwaukee	1	42	28	49	119	114	5
Minn.-St. Paul	2	23	27	29	80	75	5
New Haven	1	46	28	15	89	85	4
New Orleans	1	15	14	19	48	44	4
New York	6	76	92	49	217	202	15
Oklahoma City	1	10	9	32	51	32	19
Omaha	2	15	9	22	46	39	7
Philadelphia	3	75	71	71	217	211	6
Pittsburgh	1	39	18	28	85	75	10
Providence	1	40	20	3	63	56	7
Richmond	1	41	12	6	59	57	2
Rochester	1	35	12	13	60	56	4
Salt Lake City*	1	12	2	26	40	57	(17)
San Diego	1	12	10	25	47	34	13
San Francisco	2	23	19	21	63	66	(3)
Schenectady	1	44	13	22	79	75	4
Seattle	1	19	8	16	43	48	(5)
St. Louis	1	45	30	22	97	82	15
Syracuse	1	12	12	17	41	30	11
Toledo	1	33	17	48	98	93	5
Washington	4	74	38	61	173	170	3
Wilmington	1	32	5	14	51	47	4

* One station not represented in this report.

Weekly Television Summary

Based on Jan. 2, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	1,500	Station
Atlanta	WAGA-TV, WSB-TV	20,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	112,517	TV Circ. Comm.
Binghamton	WNBF-TV	2,300	Dealers
Birmingham	WAFM-TV, WBRC-TV	6,750	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	213,424	TV. Comm.
Buffalo	WBEN-TV	53,184	Buff. Elec. Co.
Charlotte	WBTV	9,300	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	266,460	TV. Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	50,000	Distributors
Cleveland	WEWS, WNBK, WXEL	119,103	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	5,030	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	23,800	Stations
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	145,000	Distributors
Erie	WICU	18,100	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	22,000	Dist. & Deal.
Grand Rapids	WLAV-TV	9,000	Distributors
Greensboro	WFMY-TV	7,325	Distributors
Houston	KLEE-TV	10,000	Distributors
Huntington-Charleston	WSAZ-TV	3,750	Distributors
Indianapolis	WFBM-TV	14,000	Dist. & Deal.
Jacksonville	WMBR-TV	4,160	Wholesalers
Johnstown	WJAC-TV	7,850	Distributors
Kalamazoo-Battle Creek	.....	3,500	Dealers
Kansas City	WDAF-TV	20,434	Distributors
Lancaster*	WGAL-TV	19,011	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	302,635	Rad. & Appl. Assn.
Louisville	WAVE-TV	16,604	Station
Memphis	WMCT	12,210	Distributors
Miami	WTVJ	12,300	Station
Milwaukee	WTMJ-TV	60,564	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	50,200	Stations
New Haven	WNHC-TV	58,400	Station
New Orleans	WDSU-TV	10,273	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	875,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	.....	1,001	Distributors
Oklahoma City	WKY-TV	14,340	Distributors
Omaha	WOW-TV, KMTV	11,989	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	315,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	55,000	Dist. & RMA
Portland, Ore.	.....	606	Eng. Est.
Providence	WJAR-TV	19,750	Dealers
Richmond	WTVR	20,000	Distributors
Rochester	WHAM-TV	15,931	Distributors
Salt Lake City	KDYL-TV, KSL-TV	7,000	Station
San Antonio	WOAI-TV	2,150	Station
San Diego	KFMB-TV	12,750	Station
San Francisco	KGO-TV, KPIX, KRON-TV	22,000	N. Cal. Elec. Assn
Schenectady	WRGB	44,200	Distributors
Seattle	KING-TV	15,800	Distributors
St. Louis	KSD-TV	67,700	Union Elec. Co.
Syracuse**	WHEN	19,132	Distributors
Toledo	WSPD-TV	28,000	Dealers Assn.
Tulsa	KOTV	7,800	CPA Audit
Utica-Rome	.....	4,500	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	78,700	TV Cir. Comm
Wilmington	WDEL-TV	21,804	Dealers

Total Markets on Air 57; Stations on Air 97; Sets in Use 3,395,

** Also claims coverage in Utica-Rome area.
* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since n are compiled monthly some may remain unchanged in successive summaries. Total sets in cities surveyed is necessarily approximate since two areas may overlap. To offset this th are many scattered sets in areas not included in the survey.

JANUS

THE FIRST YEAR is the hardest. 1949 was a year of accomplishment and achievement for "The Eyes of the South." A steady and persistent schedule of topflight programs has already established a record set population in the Atlantic area.

1950 will be even more significant. For the policy of market dominance with superior programs will be maintained —and augmented.

If Atlanta is on your television planning board—and it should be—get the facts about WSB-TV from your Petry man.

wsb-tv

ON PEACHTREE STREET

WSB, AM and FM, and WSB-TV are owned and operated by The Atlanta Journal

VIDEO FILM

Experts Criticize at NTFC Forum

ANTIQUATED and inefficient television film projection equipment used by video stations across the country was named last week by National Television Film Council as one of the major causes of poor reception of films in TV homes.

At the group's third quarterly forum, held Wednesday at New York's Astor Hotel, stations were criticized by several of the speakers for using "equipment nothing better than home movie equipment" and "portable projection machines" in the telecasting of film. No specific stations were named, such as network originating stations, and it was inferred that with few exceptions the situation was general. While most of the producers are aware that film for video can be improved, it was agreed that even with tailor-made TV film an educational job among stations is necessary before transmission will be of quality level.

Morning session on distribution was headed by John Mitchell, United Artists television sales manager, and W. W. Black, vice president of Official Television, both New York. Mr. Mitchell revealed that UA is adopting a policy of omitting submission of audition prints to video stations for the latter to sell in favor of selling directly to the advertiser. He feels that there is a big untapped market for TV films if advertisers are properly contacted. According to Mr. Mitchell, his firm's experience with stations has not been profitable, as station sales organizations are inadequate.

Pointing out that advertisers are interested in continuity—larger packages such as a series of programs—Mr. Black invited qualified producers to submit such packages for distribution to stations and advertisers. Official TV, he said, is conducting research to ascertain the type of film that will justify production of a large series. He decried the omission of audience and merchandise promotion plans with TV films.

"The distributor," he said, "must be organized to visit advertising agencies with fool-proof presentations." Film must equal or surpass so-called "live program." "Money," he concluded, "is waiting and available for financing of films if investors can be shown market and profit possibilities through station and sponsor acceptance."

Few films produced to date are any good for video according to Russ Johnson, newly appointed vice president of Jerry Fairbanks Productions, East Coast office, and stations are not helping with antiquated projection equipment. Mr. Johnson, who recently resigned from NBC-TV's film department, questioned the merit of photographic sound for television film, pointing out that FM transmission, used in TV, is the most critical in the world.

Stations need better productions, as well as better equipment, he said. "Even if you could get a stable picture," he added, "the present electronic tube will not reproduce sound faithfully."

Favorable Factors

He stressed as factors favorable to the use of film the recording of programs for perpetuation, the overcoming of time zone differences and elimination of cable costs. "It's a waste of money to produce a program, throw it into the air and lose it," he emphasized.

High key illumination with no more than 1-60 ratio between the darkest black and the lightest white, or one-sixth of the lighting ratio used for motion picture was advocated for production of television films by Dr. Frank Back, inventor of the Zoomar lens.

Speaking at the afternoon session on production, headed by Henry Morley of Dynamic Films, New York, Dr. Back outlined several reasons why films that show up well in screening look badly on home receivers. The most important factor, he said, is the increase in contrast differences, causing loss of half-tones, of detail in shaded areas, and blackness at the picture's borders. Explaining that each link through which a film must pass before reaching home sets acts as a gamma amplifier, sometimes increasing contrast by four or five times its original gamma reading, Dr. Back stressed the need of either processing negatives to low gamma readings or working with low contrast to begin with. Another method, he said, is to light as if photographing in color, avoiding bright highlights and deep shaded areas.

Titles, Dr. Back said, as well as the focal point of the scene being photographed should be well centered, in a smaller area than that used for 16 mm projection. Night scenes should either be avoided or made lighter on the right and at the lower border, and small details should be eliminated, close-ups used whenever possible.

The production forum concluded with screenings of spot commercials produced by Trans Films, Audio Productions and Sarra, all New York film producers, and brief discussions of each firm's work.

At a forum on television stations, headed by Robert Paskow, film director at WATV(TV) Newark, and Helen Buck, of WCAU-TV Philadelphia, Jose DiDonata, in charge of sales service for Edward Petry & Co., TV Dept., suggested video film firms present packages to station representatives for sale to sponsors. He also outlined the advantages to TV stations of carrying filmed programs over those offered by network programming.

Rate Question

Don Kearney, of the Katz Agency, told producers that the quicker TV stations get in the black, the less inclined they'll be to raise rates. As it is, he said, there are very few kicks from advertisers on station rates. He, too, urged that producers call on station representatives to sell advertisers on 15-minute "selective" programming in individual markets. He asked producers to submit to representatives lists of available programs. He pointed out that stations get as much as $72.75 of every $100 of the advertiser's money for spot programming, while they get only from 9% to 35% of the network advertiser's dollar.

Film programs spotted at poor times, bucking "live" shows, result in poor ratings, Peter James, of Weed & Co., station representatives, asserted. He suggested that film manufacturers send to stations and representatives good promotional material on their film packages, as motion picture companies do to theater operators.

Pointing out the advantages of "spot" programming, Mr. James recalled the Ford Dealers' sponsorship of the Big Ten football games in various markets last year. Stations, he said, got more money from the deal than they would have received had the show gone network, and the advertiser in turn received special promotion campaigns conducted by stations in many cities.

Mr. Paskow concluded the meeting with the outline of NTFC's television station manual, to be published shortly by the council. The manual outlines every requirement thought by council experts to be necessary to efficient operation of video station film departments.

Folsom Reports

(Continued from Telecasting 3)

variety and quality of television programs.

Mr. Folsom said the social implications of TV's wide public acceptance already are becoming apparent and that there is much evidence to show that it is becoming an influential factor in establishing closer family relationships —reversing a trend set in motion by other modern developments.

Sound Position

While the progress of television held the spotlight during 1949, sound broadcasting steadily advanced, Mr. Folsom said. "Far from being doomed—as some pessimists predicted—broadcasting continued to function as the greatest single medium of mass communication available to the American people. Reflecting the soundness of its position is the fact that the radio industry expects to produce and sell between 8 million and 10 million receivers during 1950. Moreover, there is every reason to believe that there will be a market for 6 million to 8 million radio sets a year for an indefinite period in the future," he said.

Commenting on the phonograph field, Mr. Folsom said that in October, "only seven months after the '45' [45 rpm record] was introduced, the new records were being produced and sold at the rate of 20 million a year and the new record players at the rate of 65,000 a month."

Mr. Folsom concluded: "The major advances of the radio-television-phonograph industry in 1949 are but proof of still better things to come. At no time in the history of the radio-electronic arts have conditions been more favorable for continued growth and expansion in service to the American people. To the fulfillment of this promising outlook, RCA wholeheartedly dedicates its facilities and services in scientific research, manufacturing and communications."

DuMONT threesome at the Christmas party given by the Advertising Club of New York at New York's Hotel Astor, are (l to r): Julian Armstrong, assistant director, DuMont TV Network; Dr. Allen B. DuMont, president, Allen B. DuMont Labs Inc., and Tom Gallery, network's sales director. Party featured face of DuMont's "Rumson" receiver as the proscenium arch of the stage from which several acts from *Cavalcade of Stars*, network's Saturday night show, provided entertainment.

XUM

Petry TV

(Continued from Telecasting 6)

two McGraw-Hill publications, *Power* and *Operating Engineer*.

In Chicago, the TV sales staff comprises Bruce Bryant, who was transferred from Petry's AM staff, and J. Rolston Fishburn, former Chicago manager of The Walker Co. and before that a space salesman for the *Chicago Sun*. Franklin M. Walker, formerly with WWJ-TV Detroit and with the video program firm of Marshall Templeton, handles TV sales for Petry in Detroit.

To back up his salesmen and to keep them fully supplied with factual ammunition for selling programs and spots on the Petry list of TV stations, Mr. Kiggins set up a sales service and promotion division of his department. Jose di Donato, sales service manager, is an expert on video production and film programming who produced wartime training films and soldier entertainment; was a radio, TV and motion picture producer for Compton Adv., and director of television for Doherty, Clifford & Shenfield.

W. P. Sedgwick, formerly assistant TV promotion manager at NBC; video script and commercial writer at Fletcher D. Richards, and radio and TV copywriter for O'Brien & Dorrance, is promotion manager for Petry TV. LeGrand S. Redfield, previously with ABC and John Blair & Co., is research and promotional assistant.

Positive Selling

"Television must be sold positively today if the results are to register on our station's sales sheets," Mr. Kiggins declares. "But equally important we must build for tomorrow when competition will be even greater, both within the industry and against other media. That is why we are now establishing what we believe to be sound operating policies backed by a staff with sufficient stature to meet the increasing services to stations and advertisers alike, as television comes into its own."

He has set up two regular procedures for getting material for "positive selling" to his salesmen and through them to the buyers of video time. One is through daily sales meetings held promptly at 9 each workday morning, at which new information received from the stations can be passed on and problems encountered by the individual men thrashed out.

"Since television is so new, many problems are without precedent," Mr. Kiggins says, "and these sales meetings are proving excellent class sessions in our TV schooling."

To supplement these departmental meetings, two regular mail pieces have been developed to maintain fast and accurate information channels to agencies, advertisers, stations and Petry offices in other cities. These are the Petry Video-Gram and the Petry Video-Bulletin.

Reserved for news of immediate importance, such as a new top-flight program available for sponsorship, the Video-Gram resembles a regular telegram except for a bright red border which identifies the message as a "Petry Video-Gram . . . a Priority Message about Spot Television." These are mailed in vivid yellow envelopes with a red "Important TV" imprinted across the upper left-hand corner to demand immediate attention from the recipient.

Mr. PETRY

* * *

The Video-Bulletin, also bearing a cardinal colored heading, is used for disseminating routine or special information from time to time. About once a month the bulletin takes the form of a four-page newsletter.

"We're not trying to be sages about the general problems of TV and their solution," Mr. Kiggins explains, "but to concentrate on serving TV advertisers and agencies by giving them reliable and interesting information about available films, market data, experiences of other advertisers using our stations and other facts that they can use in their own buying of TV time and facilities."

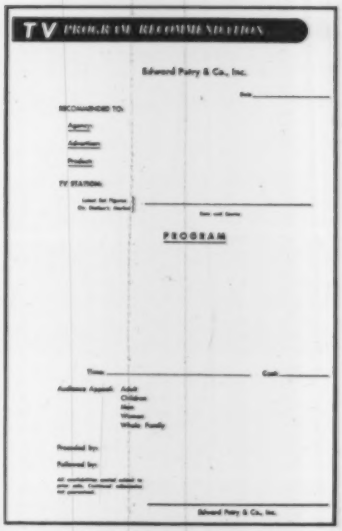
Distributing Method

Each Petry TV salesman has his own mailing list, with an ample number of copies of it in his desk. When a Video-Gram or Video-Bulletin is issued, he checks on one of these lists the names of his contacts who should get it, depending on its nature. One Video-Gram might have a special appeal for food accounts, another for sponsors interested in sports telecasts, etc. Video-Bulletins generally go to the full list, although these, too, may be specialized.

A special, and a specially effective, promotion was the TV map. Large-size government maps of the U. S. (44x28 inches), showing the location of all TV stations, coaxial lines and their status, were imprinted in bright green with the call letters of Petry stations and the Petry logotype and mounted on heavy backing suitable for hanging on a wall. Some 600 of these maps were individually delivered to time-buyers and advertisers by the Petry TV salesmen, who helped install it for permanent use—and constant reminder.

About March 1, both the AM and TV departments will move to new quarters on the 22d floor of a new building at 488 Madison Ave. The physical separation will continue even here, however, as the TV department will occupy one wing, the AM department the other, sharing only the reception hall and the board room, which will be equipped for viewing TV films.

The Petry TV department, 23 in all including the secretaries, represents WSB-TV Atlanta, WBAL-TV Baltimore, WNAC-TV Boston, WDAF-TV Kansas City, KFI-TV Los Angeles, WHAS-TV Louisville (to begin operations Feb. 15), KSTP-TV Minneapolis-St. Paul, WTAR-TV Norfolk (scheduled to start April 1) and WOAI-TV San Antonio.


TV PROGRAM RECOMMENDATION

Edward Petry & Co., Inc.

PROGRAM

ANOTHER Petry TV service is its Program Recommendation report.

TV DIRECTORS *Networks Recognize Guild, Avert Strike*

A THREATENED strike of New York television directors against three major networks and WOR-TV New York was averted last week when the companies recognized the Radio & Television Directors Guild as bargaining unit for floor managers.

The guild already had been recognized by ABC-TV and NBC-TV as representative of floor managers, but until last Thursday CBS and WOR-TV had contended that class of employes at their studios had not claimed the guild as a bargaining unit. Floor managers at CBS and WOR advised the companies at mid-week that they had chosen the guild to represent them. The ensuing recognition of the guild on behalf of the floor managers averted a strike that the guild had threatened to call for Dec. 31.

At the same time the companies and the guild accepted a proposal by Frederick Bullen, executive secretary of the New York State Board of Mediation, that negotiations of the union's demands for wage raises and revisions in working conditions proceed for another month.

The guild's contracts with ABC-TV, CBS-TV and NBC-TV expired at midnight Dec. 31. The acceptance of the state mediator's proposal virtually insured a no-strike period to Jan. 31.

The first negotiational meeting between the guild and the companies is scheduled for Jan. 4 in New York.

The guild will seek widespread changes in working conditions, hours and wages, it was learned.

Prevailing scale on both television and sound broadcasting networks in New York is now $130 per week for directors and $95 for associate directors and floor managers. The guild will seek new television scales more than double present rates—$300 per week for directors and $200 for associate directors and floor managers. The sound broadcasting scales that the guild will demand will be $200 for directors and $150 for associate directors.

Although no network executive would comment officially, it was learned that all the companies would vigorously oppose pay raises in the amount the guild seeks.

The guild will also seek establishment of fees for local commercial shows and fees for syndicated television programs.

KEYL(TV) to DuMont

KEYL(TV) San Antonio last week signed an affiliation agreement with the DuMont TV Network, Commander Mortimer W. Loewi, network director, announced. The station, to begin commercial operation on approximately April 1, is the network's 53d affiliate, and is also affiliated with NBC-TV. Equipment, including transmitter, camera, control consoles and other related units, has been shipped to KEYL by Allen B. DuMont Labs Inc., Clifton, N. J., it also was announced. Station is owned by San Antonio Television Co., composed of R. L. Wheelock, W. L. Pickens and H. H. Coffield.

Upcoming

Jan. 9: Deadline for George Foster Peabody Awards for Radio and Television.
Jan. 27: Academy of Television Arts and Sciences award dinner, Hollywood.
Jan 9-13: NRDGA's 39th annual convention, Hotel Statler, New York.
Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.
Feb. 1: U. S. Cuban Conference on NARBA assignment, Havana, Cuba.
Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.
Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.
Feb. 8: Annual clinic of Television Broadcasters Assn., Waldorf Astoria Hotel, New York.
Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.

Telefile

(Continued from Telecasting 5)

and film, he said. Initially, the plan is to get programs going on a live basis to see how they work out before making the transition to kinescope and/or film.

This he said was in line with the company's thinking that television activity must be extended beyond the viewing area of the station. Thus, through the evolution of program packages, it would be possible for Don Lee to enter the syndication field thereby bringing better programs to its local audience as well as to stations in other areas.

The quality of programming is more important to Mr. Glett than the volume. For example, KTSL currently carries no children's programming as such, simply because they haven't found a good program, Mr. Glett explains. And, he adds, the station will not carry any one type of program merely because it lacks one of that type.

While Mr. Glett is decidedly of a commercial turn of mind, he is no wise unmindful of the station's responsibility to its viewers. Among the station's many public service activities was its observance of Armistice Day last year. No commercials were aired by KTSL after 8:30 p.m. In place of normally scheduled programs, a program consisting of films made by the several services was presented. All were preceded by a specially filmed and recorded message by Secretary of Defense Louis Johnson, made exclusively for the station.

Assisting Mr. Glett in all creative and production matters is Cecil Barker, executive producer. Like his boss, Mr. Barker is a veteran of the film field having been associated with the Selznick Studio for the past dozen years.

While all program production has been shifted from the Mt. Lee studios to the facilities in the million-dollar home of Don Lee in Hollywood proper, KTSL still has access to 6,000 square feet of space on Mt. Lee. In the Hollywood studios there are two stages of 1,850 square feet each, both accommodating studio audiences of 350 people. There are two other similarly sized stages which could be made available if needed. For remotes, the station is equipped with two complete units in addition to a semi-mobile unit which can be used to convert a non-television studio site into a usable one.

* * *

OF the station's average of 20 hours of programming weekly, 12 are commercial, according to Robert Hoag, sales manager. A thorough reading of the station's rate card does not disclose any scale of production charges and Mr. Hoag promptly explains that each such cost estimate is made as the specific program's needs are made known. In the matter of film facilities, "rates listed include film facilities. If film programs require rehearsal of an announcer, cueing of additional material or sound effects, etc., a film facilities charge is made at the rate of $40 per hour for such rehearsal, with minimum of one half hour required."

Station time rates are as follows on a one time basis: Class A, one hour—$400; 30 minutes—$240; 15 minutes—$160; five minutes—$100; one minute—$80; 20 seconds—$45. Class A covers 7-11 p.m.

Class B covering 5-7 p.m. weekdays and 12-7 p.m. Sat. and Sun.: One hour—$300; 30 minutes—$180; 15 minutes—$120; five minutes—$75; one minute—$60; 20 seconds—$33.75.

Class C covering all other time: One hour—$200; 30 minutes—$120; 15 minutes—$80; five minutes—$50; one minute—$40; 20 seconds—$22.50.

* * *

AMONG the station's most successful commercial formats are weekly wrestling pickups from the Hollywood Legion Stadium sponsored by the TV Buick Dealers—five individual dealers banded together to defray the cost. Commercials call for the use of each dealer during the series, utilizing no more than one a week. Their commercials accentuate their neighborhood locations and an effort is made to personalize the dealer as a local neighbor. The dealers here reported store traffic directly traceable to television, as well as sales results.

Camels, through William Esty Co., has been sponsoring boxing via KTSL on a spot market basis. Local interest in the weekly bouts each Friday from the Hollywood Legion Stadium has run high and handling of the commercials by the cigarette firm has been a source of particular comment. Ample product identification has been enjoyed without hammering. Summing it up, Mr. Hoag describes it as "the happy service of two masters—sponsor and viewer, alike."

Two other highly successful programs have been sponsored by Thrifty Drug Stores (chain) through the Milton Weinberg Advertising Agency in Los Angeles. One is locally produced and titled, *What's The Name of That Song*, featuring Bill Gwinn as m.c. Thursday, 8:30-9 p.m. Essentially an audience participation program, product mentions are happily managed by the m.c. and commercials well integrated.

The same sponsor's second program is a kinescope feature from DuMont, titled *Cavalcade of Stars*, seen on Monday evenings. It is a good example, according to Mr. Hoag, of a network caliber program priced properly for single market sale.

* * *

OTHER examples of KTSL success stories:

Klever Kook, a seasoned flour process, had used newspapers and radio before buying a participation on KTSL. Directly coincident with the first use of TV, sales showed a noticeable hike, according to Lockwood - Shackleford, the agency.

Utilizing a one-minute spot as a test and anticipating mild results, Franilla Ice Cream through The Tullis Co. purchased a Friday night spot to announce a week-end TV special. Viewers were advised they could phone a certain number or visit their neighborhood dealer. Not only were the local dealers happy over results but two telephone girls handled all the calls physically possible for 45 minutes following the spot.

On a participating show featuring Norma Young in a variety of household hints, a self-sealing jar was demonstrated and viewers were told to send their checks to a given box address. Although results were not made known, more than 20 checks were mistakenly directed to Miss Young in addition to known sales increases at the two Bullock's department stores, carrying the item exclusively in the Los Angeles area.

To plug its children's line, Karl's Shoe Stores, thru its agency, J. B. Kiefer Inc., purchased showings of 16 westerns. Commercials featured specific models. Stores reported selling out the lines advertised within a couple of days following each telecast.

One of the most satisfying agency-client reactions, according to Mr. Hoag, came from Challenge Cream & Butter through Ross Sawyer Adv., after three weeks of TV via KTSL. The agency wanted to buy additional time in San Francisco and Mr. Hoag "regretfully" had to report that Don Lee as yet, did not have a San Francisco station operating.

NBC-TV RATES
Increases for O&O Outlets Are Announced

RATE increases for NBC-TV owned-and-operated stations were announced last week by NBC. The rates, for stations in New York, Washington, Cleveland and Chicago, are effective Jan. 16. The Hollywood station increase is effective Feb. 1.

		One Hr. Class A	Announcements & Station Breaks Class A
Rate Card No. 6	WNBT New York	$2,000	$400
Rate Card No. 4	WNBW Washington	375	75
Rate Card No. 2	WNBK Cleveland	400	90
Rate Card No. 2	WNBQ Chicago	750	125
Rate Card No. 2	KNBH Hollywood	750	125

Class B and Class C rates will be adjusted also. Orders accepted prior to the effective date of these rate changes will be protected for six months from the effective date of the new rate cards, provided there is no lapse in schedule.

New rate cards for the five stations will be sent to advertisers and agencies shortly, the network said. It justified the rate adjustments on the basis of 1,160,000 new television sets said to have been installed since the effective date of the current rate cards. The increase by markets, projected to Jan. 1, is outlined as follows by NBC:

* * *

Effective Date Current Rates	TV Sets In Area	TV Sets In Area Jan. 1, 1950 Est.	% Increase
New York, April 1, 1949	535,000	1,015,000	89.7%
Washington, April 1, 1949	40,800	87,000	113.
Cleveland, Dec. 15, 1948	22,300	132,000	492.
Chicago, Jan. 8, 1949	52,000	340,000	554.
Hollywood, Jan. 16, 1949	89,300	325,000	264.

PHONEVISION
Zenith Asks for Tests Now

ZENITH RADIO Corp. asked FCC last Thursday to let it proceed with its proposed $400,000-plus test of Phonevision in the Chicago area without the hearing which the Commission has ordered [TELECASTING, Aug. 8, Dec. 12, 1949].

Most of the questions raised by FCC for the hearing can best be answered after the tests and some seemingly could not be answered before, Zenith contended in a petition filed by Edward K. Wheeler of the Washington law firm of Wheeler & Wheeler.

The petition pointed out that Zenith proposes to test its system of subscription television for three months in some 300 homes, charging each subscriber $1 for each Phonevision program he wishes to see. The subscribers will also have standard TV broadcast sets, so they may choose between standard and Phonevision programs.

To dispose of any theory that the company hopes to make a profit on the experiment, Zenith said it would give all proceeds to charity.

Zenith's "pay as you see" system of television, which broadcasts a scrambled picture that can be unscrambled only by means of a "key" signal sent by standard telephone lines, has been on the air from Zenith's experimental station KS2XBS since March 1947. Its technical feasibility has been proven, the petition asserted, adding:

Whether the system will operate successfully where a large number of lines are connected to the same local exchange has yet to be demonstrated. However, the most important remaining question to be answered is whether the public will accept the principle of "pay-as-you-see" television. The primary objective of the proposed tests is to obtain a definitive answer to that question.

Zenith maintained that its proposed tests were even more limited than those of Muzak Corp. which FCC authorized in 1941 with respect to Muzak's "pay-as-you-hear" radio system.

XUM

Telebuyer

FRED FREELAND's innate inventiveness and technical approach to all things—including television—are birthrights from his father, an industrial engineer and former Swiss bell ringer in vaudeville. Any bell ringing Fred now hears comes from befuddlements of video in his work as television director of Ruthrauff & Ryan, Chicago.

Always interested in creative dramatics and factual electronics, Fred is one of the few agency TV men permitted to call his own shots in station control rooms. Director of TV shows and spots for 30 accounts, Fred spends much of his time on film commercials.

FRED

His fascination for films began (and almost ended) in his hometown of Middlebury, Ind., when he was nine years old. The exploits of Harold Lloyd were being reeled off in the Freeland basement on 2,000 feet of highly explosive nitrate film when the can caught fire. The house, and Fred's head, were saved by a quick-thinking father who threw the reel out the back door. Fred immediately turned his efforts to production of pseudo radio and stage shows in the living room, surrounded by pulleys, mikes, curtains, props and turntables.

After years of homespun histrionics, he became a full-fledged announcer at WTRC Elkhart, Ind., when he was 14 and a Middlebury High School sophomore. His first job, at $3 a week as a substitute announcer, was snagged through the program director, who had tutored him in mike technique. "When it came time for me to ask for a job, he couldn't say no and prove he wasn't teaching me anything," Fred says.

When WHBC Canton lured him with a $20-a-week announcing job, he adjourned to Ohio, remaining until 1941. There he produced and announced shows, mainly musical.

While auditioning applicants for an amateur hour one evening, he heard a "real cute gal who tried to sing, but couldn't. Her name was Norma Faust—and she still can't sing," Fred says. They were married in Canton, and now have a 13-year-old son, Dick. They now live in Ft. Wayne, Ind., where Fred spends his weekends.

At the time of his marriage, Fred was fast becoming a sound expert. He offered his services and the station facilities, both free, to an industrial film producer. Together they shot location movies for such organizations as the Timken Co. and Republic Steel. Fred later produced movie shorts for Warner Bros.

Fred's next job was in uniform—he entered the Army. Going from Mississippi to Louisiana to Texas, he worked on an infantry radio staff and aided in production of several CBS network shows from WHAS Louisville. On his return to civilian life, he went to the Studebaker Corp. in South Bend, Ind., as foreman in the high frequency static suppression department. Locked in his laboratory daily for security reasons, he developed noise-abaters for Army vehicles.

Transferring to WOWO Ft. Wayne, operated by Westinghouse along with WGL (later sold) and the experimental FM station, W49FW, Fred was one of a program staff of 100, but in nine months became production manager.

Early in the war he produced the film feature "Bombs Over Ft. Wayne" for the local civilian defense unit. The documentary was later taken over by the War Dept. and released nationally. It earned an Army citation for him in 1942.

While at Westinghouse, Fred became involved in the television department operations, and earned three patent awards from the firm for inventing (1) a mixing circuit for long-set shots, akin to a traveling mask in the movies, (2) an electronic zooming lens, and (3) a pulse-time transmission system, a single instead of a double unit.

After putting TV technical and programming theories to test at the Farnsworth experimental station there, he went briefly to WBZ-TV Boston as director of television. He returned to Ft. Wayne in January 1948 to promote and produce the *Hoosier Hop*, 20-year-old western and folk show, and special productions, including several for the Indiana State Fair. After turning out television film commercials and more industrial movies as a freelancer, he was hired by WBKB (TV) Chicago as production supervisor last January. From there it was a quick jump to Ruthrauff & Ryan in June.

Fred directs or supervises all of the agency's TV shows and film commercials, most of which are made in Chicago. With enough technical knowledge to know his own limitations, Fred has a simple formula for successful shows and commercials—"Shoot everything as a minute movie, and follow motion picture techniques exclusively."

ON THE
WASHINGTON SCREEN

As We Enter January, 1950

WMAL-TV

presents, between 6 and 11 p.m.

7½ hours

of Local and National Spot Advertiser

Sponsored Programs Weekly

more than double the other 3 Washington TV stations combined

STATION X—1 Hour 20 Minutes
STATION Y—1 Hour 45 Minutes
STATION Z—0
Other 3 Stations' TOTAL—3 Hours 5 Minutes

WMAL-TV COMMERCIALS, JANUARY, 1950

"Telenews Daily"—7 to 7:15 PM—Mon. thru Fri.
sponsored by Valley Forge Brewing Co.
"Tailwaggers"—7:30 to 7:45 PM—Mondays
sponsored by Arcade-Pontiac Co.
"Boxing" (Turner's Arena)—9 to 11 PM—Mondays
sponsored by Globe Brewing Co.
"Shop By Television"—7:30 to 8 PM—Tuesdays
sponsored by Hecht Co. Department Store
"Sports Cartoon-A-Quiz"—7:30 to 8 PM—Wednesdays
sponsored by L. P. Steuart, Inc.—DeSoto Dealer
"Wrestling" (Turner's Arena)—9 to 10 PM—Wednesdays
sponsored by Sinclair Refining Co.
"Wrestling" (Turner's Arena)—10 to 11 PM—Wednesdays
sponsored by Phillip's Radio & Television Co.—RCA
"Capitol Close-Up"—7:30 to 7:45 PM—Fridays
sponsored by the Occidental Restaurant
"This Week in Sports"—7:15 to 7:30 PM—Saturdays
sponsored by Trew Motor Co.—Dodge Dealer
"Hollywood Screen Test"—7:30 to 8 PM—Saturdays
sponsored by Duffy-Mott, Inc.

(5½ hours of these programs are Local Live Productions)

WMAL-TV ALSO SCHEDULES

8¾ Hours Weekly of Night Participating Programs—Currently 90% Sold Out

CHANNEL 7 **WMAL-TV** WASHINGTON, D. C.

Represented Nationally by ABC SPOT SALES.

Telestatus

(Continued from Telecasting 8)

advertisers using one to three stations. Biggest new spot account reported by Rorabaugh in November, in point of stations used, was D. L. Clark Co. which placed business on 11 stations. No big spot accounts dropped or decreased their station list to any extent with the exception of Kaiser-Frazer Corp. which dropped from 16 stations in October to two in November.

The Dodge Div. of Chrysler Corp., which had placed spot business on only two stations during the October check week, increased its schedule to include 31 stations in November. Eleven new stations were added by the Alliance Mfg. Co. for 38 in November while American Tobacco Co. and Pioneer Scientific Corp. bought 10 new outlets. They placed business on 49 and 26 stations respectively in November. Benrus Watch Co. and Bulova Watch Co. continued as heavy users of television spots.

Greatest Gain Local

Greatest gain in the number of advertisers was made in the local field. This category jumped from 1,416 advertisers in the October report to 1,697 for November.

Food & Food Product advertisers, which have consistently led in the number of active sponsors, gained 50 new accounts for a November total of 346 (Table II). Although one network sponsor was lost—Derby Foods Inc. which had backed a half-hour segment of *Super Circus*—substantial gains were made in the spot and local fields.

Advertisers of Automotive, Automotive Equipment & Accessories increased by 30 to remain in second place with 271 accounts. One network sponsor dropped in this classification—Buick Div. of General Motors. Spot advertisers remained at 14 with the gain being made at the local level.

Increases in all three classifications kept Household Furnishings, Equipment & Supplies in third place with 247 advertisers. Hotpoint Inc. sponsored a special one-hour Thanksgiving Day program on 18 stations and Nash-Kelvinator Corp. which had started participations in the Monday through Friday *Homemakers Exchange* in October was included in the November report. Three new spot advertisers were added and the remaining gains were made locally.

In fourth place for number of accounts was Radios, TV Sets, Phonographs, Musical Instruments & Accessories with 239 advertisers. Although the number of network advertisers remained at five in November, Admiral Corp. started a second program, *Lights Out*, on 33 NBC-TV stations. There was one new spot advertiser, with the remaining 35 new accounts being placed locally.

* * *

Te-Ve

Drawn for TELECASTING by John Zeigler

Sightmirror Patent

SIGHTMASTER Corp., New York television set manufacturer, announced last Friday the issuance of patent No. 2,492,224, covering its sightmirror. With the patent's issuance, Sightmaster plans to make Sightmirror available for public use for any television receiver now in existence.

TABLE II

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agricultural & Farming	1	2	5	8
2. Apparel, Footwear & Access.	4	19	98	121
3. Automotive, Automotive Equip. & Access.	8	14	249	271
4. Beer & Wine	4	97	13	114
5. Building Materials, Equip. & Fixtures	—	1	68	69
6. Confectionary & Soft Drinks	3	31	25	59
7. Consumer Service	—	4	119	123
8. Construction & Contractors	—	—	15	15
9. Drugs & Remedies	1	6	3	10
10. Entertainment & Amusements	—	—	23	23
11. Food & Food Products	8	103	235	346
12. Gasoline, Lubricants & Other Fuels	6	13	15	34
13. Horticulture	—	—	8	8
14. Household Furnishings, Equip. & Supplies	9	31	207	247
15. Industrial Materials	—	1	3	4
16. Insurance, Banking & Real Estate	1	2	71	74
17. Jewelry, Optical Goods & Cameras	6	8	43	57
18. Office Equip., Stationery & Writing Supplies	1	4	9	14
19. Publishing & Media	—	3	29	32
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	5	9	225	239
21. Retail Stores & Shops	—	—	117	117
22. Smoking Materials	8	12	4	24
23. Soaps, Cleansers & Polishes	2	15	11	28
24. Sporting Goods & Toys	2	1	30	33
25. Toiletries	6	18	6	30
26. Transportation, Travel & Resorts	—	8	9	17
27. Miscellaneous	3	18	57	78
TOTAL	78	420	1,697	2,195

Film Report

BING CROSBY Enterprises, Hollywood, in first television film venture, has been signed to produce 10 26-minute films for **Procter & Gamble's** *Fireside Theatre* series on NBC eastern TV stations. According to agency for P&G, **Compton Adv.**, Hollywood, each film will cost between $8,000 and $12,000. Production to get underway after Jan. 1 will be directed by **Frank Wisbar**, who produced earlier series for P&G for Teleplay Productions.

Standard Television Corp., New York (film distributor), concluded agreement with **J. Arthur Rank**, London, for distribution by Standard of 75 feature films; aggregate production costs are said to have been $50 million. About 50 films never shown in U. S. have been made in past two years, according to Standard. Others, such as "I Know Where I'm Going," "Waterloo Road," etc. have already been box office hits during U. S. theatre runs.

KTLA (TV) Los Angeles has started telecasting new 45-minute film series *The Comics*. Based on comic strip characters, series is made up of films leased from **Universal International**. Among those acquired thus far are 13 episodes each of Flash Gordon, Red Barry, Ace Drummond, Tim Tyler, Smiling Jack and two Don Winslow series. Two different series are being shown each week, in 20-minute segments.

Caston Productions, Hollywood, doing series of 13 quarter-hour travel films, titled "Sketchbook." Films will depict interesting people in various parts of U. S. Shooting already has started in California and Arizona, later to be extended to rest of country. Firm has plans for European series to be combined with this group . . . "Dixie Dugan," half-hour TV film based on comic strip character has been prepared by **Brink Productions**, Hollywood. Plans are to produce two half-hour film episodes weekly for series. **Jean Gerard** is producer, **Al C. Ward** directs and **Helen Parrish**, film actress, takes lead role.

Alan Brown, formerly with Time Inc. and recently special assistant to Secretary of the Navy, has joined the **Princeton Film Center**, Princeton, N. J. Mr. Brown will be director of client relations as well as executive assistant to the president. He now resides in Princeton but will spend a large part of his time in Film Center's New York office. . . . **United World Films**, New York, recently completed six one-minute video commercials for **Lever Bros.' NBC-TV** show *The Clock*. Agency: **J. Walter Thompson Co.**, New York.

Penguin Pictures Inc., New York, producing filmed musical series, "I Thee Wed," planned as three 15-minute weekly episodes. Cost of series said to be less than comparable live show. Series currently being offered to national sponsor and will be re-released thereafter on market-by-market basis.

General Films Division of Television Corp. of America, western branch, Alameda, Calif., announces its new studios which opened in September are operating on full seven-day schedule. Not all this production has been contracted for, but John Convery, general manager of division, believes in providing back-log of all types of film for future calls. All sound and camera equipment being used is latest 1950 type. New sound stages and outdoor sets and buildings make this one of the largest studios in country devoted to exclusive production of TV films, it is said.

CHEVROLET TV

Active Northeast Drive

LOCAL Chevrolet Dealers Assn. (New York, New Jersey, Connecticut) is using concentrated local spot television campaign to promote the new 1950 car. The campaign, which will run for two weeks, started Dec. 27. All six New York TV stations will be used. It is estimated the minute film commercials will be aired nearly 3,000 times during the fortnight.

During that time spots will be seen on WOR-TV on every available program every night including WOR-TV's *Telefax News*.

The other channels—WCBS-TV, WNBT (TV), WABD (TV), WJZ-TV and WPIX (TV) will be heavily covered with both participation and station break plugs.

Campbell-Ewald, New York, is agency for the intensive schedule. The one-minute films were created by the agency and Archer Productions.

The new car plugs also will be integrated into the association's four regular weekly programs, *Pantomime Quiz* on WCBS-TV; *Famous Jury Trials*, WABD; Roller Derby, WJZ-TV; and *Winner Take All*, WCBS-TV.

WCON-TV's Tower

WORK is progressing on the WCON-TV Atlanta, Ga., tower. Harvey J. Aderhold, chief engineer, claims the tower will be the tallest in the world. A 114-ft. guy derrick mast is being used to hoist steel for the tower which will point skyward some 1,060-ft. above ground, Mr. Aderhold said. Tower was designed and fabricated by International Derrick Co., Columbus, Ohio. An RCA Pylon is on top.

XUM

16th in a distinguished series...

1950
The Broadcasting Yearbook and your business . . .

the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns—who handles the account?

Which are the top radio-TV advertising agencies—their gross billings?

You'll find these answers—and many, many more hard-to-get facts—plus the following exclusive features in the 1950 BROADCASTING • TELECASTING Yearbook.

Gross network billings by advertisers, by agencies, by product classifications, by months ● Comparative radio costs vs. newspapers and magazines ● Year's top ratings and program trends, awards ● Economic analysis of 1949 broadcast advertising ● Advertising agencies (and personnel) handling radio-TV accounts ● National and regional advertisers directory ● More than 50 directories covering AM-FM-TV stations, executive personnel; equipment manufacturers; national representatives; film, transcription and related services.

These and a thousand facts/charts more are the BROADCASTING • TELECASTING Yearbook, classified under easy-to-find headings, indexed for quick reference.

There's nothing like the Yearbook for radio-active agencies, advertisers or any radio-connected business. It's **your** indispensable year round tool.

The Yearbook comes free to BROADCASTING subscribers as of February 1, but a limited supply of copies will be available at $5.00 each.

$7 pays for 52 weekly issues and includes 1950 Yearbook.

BROADCASTING • TELECASTING
BUSINESS JOURNAL OF RADIO-TV

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter a year's subscription to BROADCASTING immediately and be sure to send me the 1950 Yearbook, free of charge, as part of this subscription.

☐ I enclose $7.00 ☐ Please bill me

Name

Street

City Zone State

With more and still more telecasters it's Du Mont TV camera equipment because of outstanding

DEPENDABILITY

DU MONT Type TA-124-B *Image Orthicon Chains*

Many TV stations either on the air or under construction, are Du Mont-equipped throughout. That means the Du Mont Type TA-124-B Image Orthicon Chain for studio and remote pick-ups, alike.

But of even greater significance is the growing use of Du Mont cameras and auxiliary equipment by TV stations originally using other makes of equipment; by intra-store television demonstrations; by wired television installations; by movie producers experimenting with television production possibilities; by TV training schools; by government agencies both here and abroad.

The Du Mont advantages are many: Split-second action through quick set-up; finger-tip controls; superlative image pickup with precise electronic viewfinder checkup; accessibility for time-saving inspection and immediate maintenance; handy matched units, jiffy-connected, for all required power, synchronizing, amplifying and monitoring functions, plus the latest camera effects.

But the outstanding characteristic of this popular Du Mont Type TA-124-B Image Orthicon Chain is DEPENDABILITY. That, in the final analysis, is the all-important consideration. For "The show must go on," regardless.

$$SD+QW=\frac{D}{FWFT}$$

(Simple Translation)

SUPERIOR DESIGN plus QUALITY WORKMANSHIP equals DU MONT

First With the Finest in Television

Consult us on your TV plans and requirements. Literature on request.

©ALLEN B. DU MONT LABORATORIES, INC.

DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 1000 MAIN AVE., CLIFTON, N. J. • DU MONT NETWORK, 515 MADISON AVE., NEW YORK 22, N. Y. • GENERAL OFFICES, 2 MAIN AVE., PASSAIC, N. J. • PLANTS IN PASSAIC-CLIFTON-ALLWOOD AND EAST PATERSON, N. J.

CLEAR CHANNELS

Farmers Urge Power Boost

CLEAR-CHANNEL stations' frequencies should be "held inviolate by international agreement" and power increased to permit further service to farmers, the American Farm Bureau Federation resolved Dec. 15 at its 1949 meeting, affirming a resolution adopted in 1946 and reaffirmed in 1947 and 1948. Sub-stations are advocated by the federation to serve special needs of farmers.

Service by KFI Los Angeles to the Great Western Live Stock Show held in that city a few weeks ago was praised in a letter sent to General Manager William B. Ryan by C. J. Lump, representing the Great Western Live Stock Assn.

KXXL RENO CASE

FCC Issues Initial Decision

INITIAL decision to deny renewal of license to KXXL Reno, Nev., and dismiss as moot a request to sell the station to Chet L. Gonce, its original owner, was reported by FCC last Wednesday. KXXL, destroyed by fire in November 1948 and off the air since that time, is assigned 250 w on 1230 kc.

Hearing Examiner Fanney N. Litvin found that Byron J. Samuel, now sole owner, had acquired without Commission consent the one-third interest each held by Edward Margolis and Frederick W. Kirske, who had been partners with him in the license. The report showed further that Mr. Samuel did not desire to renew the KXXL license and did not wish to rebuild or operate the station.

The examiner found that Mr. Samuel wished renewal only for the purpose of transferring it to Mr. Gonce for cancellation of a $10,000 debt due the latter. At the hearing, Mr. Samuel further stated he wished to "withdraw" both the renewal request and the transfer bid. Mr. Gonce was given FCC approval in 1947 to sell to Mr. Samuel and his associates for $30,000.

Allied Arts

EDWARD A. MALLING appointed sales manager for component parts in General Electric Receiver Div., Syracuse, N. Y. He has been with company since 1935.

CARROLL GARDNER appointed account executive for Frederic W. Ziv Co. Formerly general manager of WLEX Lexington, Ky., he will cover Florida and Southern Georgia with headquarters in Jacksonville. Mr. Gardner formerly was general manager of WAPI Birmingham and later was with WMBR Jacksonville.

Mr. Gardner

AIR KING PRODUCTS Co., Brooklyn, N. Y., reports its new console and table model television receivers will make use of rectangular video tubes. Called "soft-lite full view," tubes are said to show picture exactly as it is telecast from transmitting station with no loss of view from cut corners or masking.

COMMODORE JOHN D. SMALL, executive assistant to the president of Emerson Radio and Phonograph Corp., New York, named vice president of corporation in addition to his present duties. ABRAHAM ROSEN, controller, appointed assistant treasurer. A. A. VOGEL, former assistant controller, named controller. JOSEPH LONGIN, former assistant controller, named assistant to the executive vice president.

Dr. ALBERT W. HULL, assistant director of General Electric Research Lab., Schenectady, N. Y., retires. He will continue to serve company as a consultant.

RALPH B. AUSTRIAN, New York television consultant, will headquarter in Hollywood for next few months at offices of N. P. Rathvon & Co., 1041 No. Formosa Ave., Hollywood. He will make special survey for N. Peter Rathvon, former president of RKO Radio Pictures and Radio Keith Orpheum Corp.

Equipment

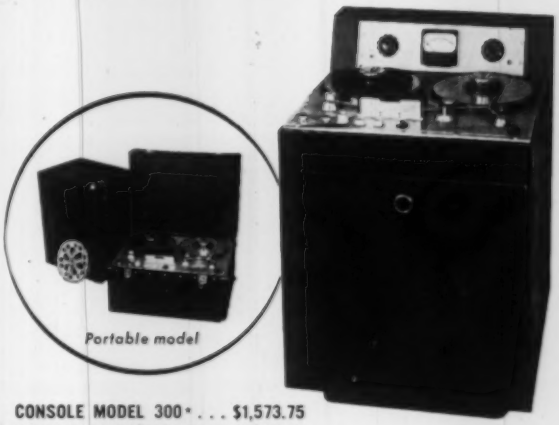
ELIZABETH K. TAYLOR appointed an assistant secretary of AT&T, first woman in organization to hold that post. She joined company in 1921 as stenographer and later became secretary to the president.

TUBE DIVISIONS of General Electric Co., Syracuse, N. Y., announce following appointments: E. F. PETERSON named manager of sales of tube divisions, with headquarters at Schenectady, L. B. DAVIS appointed manager of receiving tube division at Owensboro, Ky., and K. C. DeWALT named manager of cathode ray tube division at Syracuse.

UNIVERSAL MOULDED PRODUCTS CORP., Philadelphia, announces marketing of Reelest, portable tape recorder with "twin-track" which eliminates interruption for rewinding; automatic tape threader, and volume indicator.

Listen for the words "Transcribed by AMPEX" after the great shows in radio

Here's how the NEW Series 300 AMPEX MAGNETIC TAPE RECORDER adds profit to your operation



CONSOLE MODEL 300* . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED $1,491.75
*Meter Panel Extra F. O. B. Factory, San Carlos, Calif.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" ± 2 db. 50-15,000 cycles
At 7.5" ± 2 db. 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY

BING CROSBY ENTERPRISES ★ GRAYBAR ELECTRIC CO. Inc.
9028 Sunset Blvd., Hollywood 46, Calif. 420 Lexington Ave., New York 17, N. Y.

AUDIO & VIDEO PRODUCTS CORPORATION
1650 Broadway, New York, New York • Plaza 7-0780

XUM

ACTIONS OF THE FCC

DECEMBER 22 to DECEMBER 29

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

December 22 Decisions . . .

BY COMMISSION EN BANC

Request Granted

KVNJ-AM-FM Fargo, N. D.—Granted request to remain silent for 90 days pending reorganization and refinancing.

WMMJ Peoria, Ill.—Granted authority to remain silent 60 days from Dec. 23, pending assignment of license.

KOPP Ogden, Utah—Granted renewal of license for period ending Nov. 1, 1952.

Modification of CP

KTED Laguna Beach, Calif.—Granted mod. CP to change directional ant. and designated for hearing in Washington on March 13, 1950, application to increase nighttime power from 250w to 1 kw, and made KOMA Oklahoma City, party to proceeding.

December 22 Applications . . .

ACCEPTED FOR FILING

License for CP

WTJH East Point, Ga.—License to cover CP new AM station.

AM—1310 kc

KLIX Twin Falls, Ida.—CP to change from 1340 kc 250 w unl. to 1310 kc 1 kw unl. DA-N AMENDED to request 1310 kc 1 kw unl. DA-1.

AM—790 kc

KNEW Spokane, Wash.—CP to change from 1430 kc 5 kw DA to 790 kc 5 kw unl. DA-N AMENDED to request 790 kc 5 kw DA-2.

SSA—730 kc

WLIN Merrill, Wis.—SSA on 790 kc 1 kw-D 250 w-N for period ending no later than Nov. 1, 1949 AMENDED to request SSA for a period ending not later than Nov. 1, 1952.

License Renewal

Applications for license renewals AM stations: WBGE Atlanta, Ga.; KXEO Mexico, Mo.; KVOL Lafayette, La.; KWNW Wenatchee, Wash.

Applications for license renewals FM stations: WSON-FM Henderson, Ky.; WQXR-FM New York; WOPI-FM Bristol, Tenn.

Modification of CP

Mod. CP new FM station for extension of completion date: KPOR Riverside, Calif.; WCOH-FM Newnan, Ga.; WACE-FM Chicopee, Mass.; WFMB Mayodan, N. C.

License for CP

WEBR-FM Buffalo—License to cover CP new FM station.

WOSU-FM Columbus, Ohio—License to cover CP new noncommercial educational FM station.

FM—93.7 mc

KXOK-FM St. Louis—CP to change ERP to 70 kw, increase ant. height to 547 ft.

TENDERED FOR FILING

AM—790 kc

KSPI Stillwater, Okla.—CP to operate on 790 kc 500 w-N DA and retain daytime operation 780 kc 250-D.

AM—860 kc

WOAY Oak Hill, W. Va.—CP to change from 860 kc 1 kw unl. to 860 kc 10 kw unl. Contingent on WHFG change in facilities.

AM—1600 kc

WKNK Muskegon, Mich.—Mod. CP to change from 1600 kc 1 kw unl. to 1600 kc 5 kw-D 1 kw-N.

Modification of License

KBUC Corona, Calif.—Mod. license to change from 1370 kc 500 w unl. DA to 1370 kc 500 w unl. DA-N.

December 23 Applications . . .

ACCEPTED FOR FILING

Modification of License

KSMO San Mateo, Calif.—Mod. license to change studio location.

Modification of CP

KONO San Antonio, Tex.—Mod. CP to change frequency, increase power etc. for extension of completion date.

License Renewal

Application for license renewal AM station: WFEB Sylacauga, Ala.; WROD Daytona Beach, Fla.; WWPG Palm Beach, Fla.; WBBQ Augusta, Ga.; WJPF Herrin, Ill.; WLBC Muncie, Ind.; WLBJ Bowling Green, Ky.; WEIM Fitchburg, Mass.; WMBN Petoskey, Mich.; KICK Springfield, Mo.; KGFW Kearney, Neb.; KSET El Paso, Tex.; WJMA Orange, Va.; WBRW Welch, W. Va.

December 27 Decisions . . .

ACTION ON MOTIONS

(By Commissioner Jones)

WMMJ Peoria, Ill.—Granted petition to dismiss application to change to 970 kc, 1 kw unl. DA.

WLEA Hornell, N. Y.—Granted petition for leave to amend application to show time and place of birth of certain stockholders, to change estimated cost of construction and operation, and to furnish copies of program log for composite week and analysis thereof.

Coast Bcstrs. Inc., Astoria, Ore.—Granted petition for leave to amend application to change name of applicant to Deal O. Wilkins and Howard R. Marks d/b as Coast Bcstrs. to change applicant from corporation to partnership, to delete all reference to L. K. Greer and Leslie E. Marcus, and to show revised financial data.

FCC General Counsel—Granted petition for extension of time to Jan. 26 to file exceptions to initial decision in proceeding upon application of Worcester Bcstg. Co., Worcester, Mass.

FCC General Counsel—Granted petition for extension of time to Jan. 3 to file proposed findings of fact in proceeding re WGBF Evansville, Ind., and WMRO Aurora, Ill.

(By Examiner Basil P. Cooper)

KSTV Stephenville, Tex.—Dismissed as moot petition for continuance of hearing.

Western Massachusetts Bcstg. Corp., Great Barrington, Mass.—Granted petition for continuance of hearing from Dec. 22 to Jan. 9 at Washington.

(By Examiner Hugh B. Hutchison)

WGRD Grand Rapids, Mich.—Granted petition for leave to amend application to specify new trans. and ant. site, to make changes in proposed DA-N, install new DA-D and to operate with 5 kw in lieu of 1 kw unl. On Commission's own motion, application as amended is removed from hearing docket.

WEIM Fitchburg, Mass.—Granted petition to reduce proposed D operating power from 5 kw to 1 kw and to make certain changes in proposed D radiation pattern.

(By Examiner Fanney N. Litvin)

WCTT Corbin, Ky., and WISE Asheville, N. C.—Scheduled hearing for Jan. 3 in Washington in proceeding which was inadvertently scheduled Jan. 2, legal holiday.

KOJM Havre, Mont.—Granted petition for continuance of hearing re application and that of KAVR Havre, Mont. from Jan. 9 to Feb. 20 in Washington.

(By Examiner Elizabeth C. Smith)

Antelope Valley Bcstg. Co. and Antelope Bcstg. Co. Inc., Lancaster, Calif.—Granted joint petition for leave to amend respective applications by acceptance of affidavits attached to petition, for purpose of correcting defects resulting from variances and discrepancies between dates of engineering affidavits and those of applications.

LaGRANGE LOCAL

FCC Issues Initial Decision

FIRST local station for LaGrange, Ill., metropolitan Chicago community, is proposed in an initial decision issued by FCC fortnight ago to grant the bid of The LaGrange Broadcasting Co. for 500 w daytime on 1300 kc there.

Hearing Examiner Fanney N. Litvin found that the proposed station's 0.5 mv/m contour would include a population of 3,196,259. The report indicated only slight interference would occur with WMRO Aurora, Ill., WKAN Kankakee, Ill., and WOOD Grand Rapids, Mich. Although the station would serve but 67.5% of the Chicago metropolitan district, the examiner felt the waiver of the Commission's 90% requirement was justified in view of the first local outlet to be afforded LaGrange. LaGrange Broadcasting is a partnership of Russell G. Salter, one-third owner of WAUX Waukesha, Wis., and Charles F. Sebastian.

December 27 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WDZ Tuscola, Ill.—Mod. CP move trans. and studio sites to change hours power etc. AMENDED to request change from 1050 kc to 610 kc DA-DN, 1 kw unl.

Following stations filed for mod. CPs extend completion dates: KNOB(FM) Long Beach, Calif.; WGOR(FM) Ft. Lauderdale, Fla.; WAPO-FM Chattanooga, Tenn.; WTVJ(TV) Miami, to 7-27-50; WNBQ(TV) Chicago, to 3-20-50.

License for CP

WHGR Greensboro, N. C.—License to cover CP new AM station.

WJAR-FM Providence, R. I.—License to cover CP new FM station.

WOUI(FM) Athens, Ohio—License to cover CP new noncommercial educational FM station.

(Continued on page 68)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
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Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
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Engineer On Duty All Night Every Night
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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

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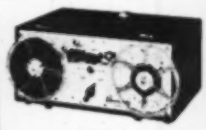

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A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

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26 Years' Experience in Radio Engineering
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Consulting Radio Engineer
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CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

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TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
720 Milton Road, Rye, N. Y. RYE 7-1413

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CONSULTING RADIO ENGINEER
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Production

LOUIS M. HEYWARD, former script editor for AP's radio division, MICHAEL SKLAR, former script writer for *Cavalcade of America* and *Inner Sanctum*, and VERA OLDHAM, former script writer for *Parker Family* and *Show Boat*, join ABC script and program promotion division for radio and TV as senior writers. ARLENE WOOD, former copy chief for WBEC Pittsfield, Mass., joins division as junior writer.

TILLIE CAUSEY, former part-time script writer for WCBI Columbus, Miss., joins KXOK St. Louis as script writer.

JAMES T. VANDIVEER, director of remote telecasts for KECA-TV Hollywood, elected first vice president of Academy of Television Arts and Sciences.

ROBERT WHITAKER, relief announcer and parttime play-by-play announcer for WPAY-AM-FM Portsmouth, Ohio, joins station in fulltime capacity, replacing JOHN VROMAN, who resigned to join WKSR Pulaski, Tenn. Mr. Whitaker was with WBEX Chillicothe, Ohio, for two years.

MIKE RAPCHAK, formerly of WIMS Michigan City, Ind., BOB CARPENTER, formerly of WBCM Bay City, Mich., BILL FOSTER, BOB MOORE, formerly of WGBA Columbus, Ga. and KEN CARTER join announcing staff of WWCA Gary, Ind. HENRY RODDIGER appointed musical director and librarian for station, assisted by MINERVA M. TESSEINE. BOB TANNEHILL named continuity director. WWCA took the air as a new fulltime station Dec. 9.

EARLE C. FERGUSON, former production manager at KOA Denver, becomes program director for station succeeding CLARENCE C. MOORE,

Mr. Ferguson

Mr. Walker

retired. Mr. Ferguson is succeeded as production manager by WILLIAM G. WALKER, former assistant in KOA's production department.

BERT LEEDS, formerly director at Twentieth Century-Fox, signed as director of NBC-TV *Life of Riley*.

ROSEY ROWSWELL rejoins WJAS Pittsburgh as m.c. of new morning show, *Rosey Bits*.

HERBERT O. PHILLIPS, KECA-TV Hollywood set designer and art director, sells original story "The Inner Voice", to Anatole Litvak, Twentieth Century-Fox producer.

DAVE MILLER, disc jockey for past nine years with WAAT Newark, N. J., resigns to join WPAT Paterson.

Mrs. IRENE KUHN, assistant director of information for NBC, is currently touring Spain gathering material for articles and broadcasts.

ELBERT WALKER, KTSL (TV) Hollywood senior producer-writer, named as producer of *What's the Name of That Song*. J. C. LEWIS replaces him as producer of *Norma Young Show* and *It's a Neat Trick*.

Mrs. HAZEL KENYON MARKEL, director of program service for WTOP Washington, appointed to National Public Relations Committee of Reserve Officers Assn. of U. S. She is only woman thus far so honored.

JOHN WAGNER, ABC Hollywood assistant auditor, is the father of a boy, James McCracken.

BILL GAVIN, KNBC San Francisco producer, is the father of a girl, Janet Elizabeth.

JACK MORRIS, of KTLA (TV) Hollywood traffic department, is the father of a girl, Jana.

NEW classes in Radio Dramatics and Television Acting will be offered in spring semester of University Extension of U. of California. Radio Dramatics course starts Jan. 12; television course Jan. 10.

FIRST AGAIN!

Sunday afternoon television programming has been started by KDYL-TV, marking another "first" for Salt Lake City's first television station.

In 1950—to tap the rich Salt Lake City market — remember these powerful selling twins, KDYL and KDYL-TV, always out in front.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

On All Accounts

(Continued from page 16)

Manchesters—followed the Brewsters to the U. S.

Gordon's stint in New York radio production, copywriting and other agency work was stopped temporarily in 1942 when Uncle Sam beckoned and he donned a Navy uniform. The war took the young Manchester away from memories of Willimantic, Conn., near Hartford, where he was born, and out of Gotham's melee. In the service, he was trained as an electronics engineer in the Navy, transferred to the Marines in the Pacific, and later, as a liaison officer attached to the Air Forces. Finally, he wound up with the Navy again in Hollywood on Naval film production. Latter assignment lasted three months and added to his basic grounding already gained in film work.

Back from the war in 1944, Gordon re-entered agency freelance work in New York. Four years later, he joined the Ryan agency, at 726 Jackson Place N. W., Washington. Since that time, Gordon has aided in the agency's mounting radio billings.

Selling Ability

Selling is the main credo breathed by Gordon. His successes have been pinned to ability to place advertising. This ability has been cultivated through meticulous testing, results of which in the Washington area, he found, warranted substantial reallocation to radio of advertising budgets. Principles evolved have been carried still further into other market areas.

In one of these tests, Mr. Manchester found that rural and low-income people in Washington, Virginia and part of Maryland, were receptive to radio introduction of an unfamiliar corn meal brand name, Covered Wagon, produced by Mills Stream Cereal Co., Bonner Springs, Kan. A good slice of the budget went into placements on the WINX Washington disc jockey show emceed by Jerry Strong; on WRNL Richmond, and on WARL Arlington, Va.

How Gordon sells rough ground corn meal to this population can be seen from the following sentence taken out of context of typical radio copy: "Honest to Pappy's buckskin britches friends—you've never eaten corn meal makins 'til you've used Covered Wagon corn meal."

Heavy Radio Scores

For the more cultivated taste in the city, Gordon draws on the appeal of the fried shrimp delicacy, packed frozen. But the principle is the same—heavy radio placement. In this case, all placings are spot. Again success.

In Minneapolis, and other such markets, Gordon reports that surprisingly the mass consumer is unfamiliar with the tang of shrimp. Only a thin sprinkle of connoisseurs were aware of its attraction. National placement of one-minute spots in 48 markets made known Jekyll Island frozen fried shrimp. Other packaged food brands which he handles are Dixiana-South and Dewkist. Another account placed by Mr. Manchester is that of the Mid-Atlantic Div. of Safeway Stores (supermarket chain).

Gordon likes the use of 100%

News

MORRISON SCHWARTZ, formerly with WLBJ Bowling Green, Ky., named news editor for WWCA Gary, Ind., which took the air Dec. 9.

DON BELL, former NBC and MBS correspondent, appointed news director at KWBW-AM-FM Hutchinson, Kan.

JERRY SHERMAN, former staff announcer with WKMH Dearborn, Mich., named news editor and special events director of WDET (FM) Detroit.

Dr. JOHN H. HANLEY, garden expert for KJR Seattle, elected president of Western Washington Horticultural Assn.

TOM MOOREHEAD, sportscaster for WEIL-AM-TV Philadelphia, received Good Sport Award of Golden Slipper Square Club on Dec. 8.

TO WHAT BALLROOM ARE SPONSORS FLOCKING?

•

➔ *See Centerspread This Issue* ➔

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

spot nationally because it allows flexibility. Regional and local advertising, he says however, include varied placements, depending on the peculiarities of the areas covered.

In addition to AM radio, efforts of Gordon and the Ryan agency have been directed in the FM and TV fields with varied success. On the FM side, Gordon cites mail response of "thunderstorm proportions" in spot-placing of Tru-Ade for FM baseball broadcasts in a local region. Television has centered on children's programs with plans underway for expansion of sales campaigns using this medium, he adds. The Ryan agency also handles film work for the Assn. of General Contractors.

Gordon Manchester, versatile and active, has the build of an athlete. In fact he did play varsity football at the U. of the South. But he says his prowess on the gridiron was nothing to speak of; anyhow, now he's making all his touchdowns in radio.

STEEL OUTLET

Expect WEIR on Air May 1

CONSTRUCTION of a 1 kw station, WEIR, operating unlimited on 1430 kc, is to begin this week, according to a report from Steubenville, Ohio, where the outlet will be located. Station will have studios in both Weirton and Steubenville, covering an area of more than 300,000 popuation. It is scheduled to be on the air May 1.

According to the report, the call letters, WEIR, will honor Ernest T. Weir, chairman of National Steel Corp. and its subsidiary, Weirton Steel Co. Station will be operated by Tri-State Broadcasting Co., a recently-formed West Virginia corporation, president of which is Thomas E. Millsop, also president of Weirton Steel Corp. and mayor of Weirton, W. Va.

THREE WOR New York advertisements, conceived and written by Joseph Creamer, station's promotion director, are included in Jo Sinel's *1949 Newspaper Advertising Annual*, collection of year's outstanding ads in American newspapers.

Programs

KWKW Pasadena, Calif., today (Jan. 2) doing two-hour on-the-spot broadcast of Tournament of Roses parade, Pasadena. Station will feed broadcast to Armed Forces radio stations and to eight California stations including KMPC Hollywood; KFAC KLAC Los Angeles; KIEV Glendale; KRNO San Bernardino; KSMA Santa Maria; KSPA Santa Paula; KVEN Ventura. Carnation Co. (ice cream) sponsoring Broadcast on KWKW; Carnation Milk Dealers on KVEN. Bill Garr, KWKW Special Events Director, is in charge of production. Parade announcing chores are being shared with him by Wes Mears and Bob Wilson.

French Salute

WNEW New York broadcast special *Salute to French Radio* Dec. 27, 9-9:30 p.m. in celebration of 50,000th program produced by International Division of Radio Difusion Francaise. Program included excerpts from French programming.

New WMBG Show

FIVE-minute show on WMBG Richmond has been recently inaugurated under title *Washington Correspondence*. Program features station's Washington correspondent giving day-by-day account of happenings in nation's capital and hints as to what further developments can be expected. Show is sponsored by International Wood Products Co., Richmond, Mon.-Wed.-Fri. 6 p.m.

Early Xmas Viewing

THREE Cincinnati TV stations made Christmas Day "TV Day" all day in that city. WKRC-TV went on the air at 8 a.m. Christmas morning from a local orphanage; WCPO-TV placed a test-pattern on at 6 a.m. and began regular telecasting at 7, and WLWT (TV) began telecasting at 8 a.m. Early programming was designed to accommodate recipients of TV sets as Christmas presents.

Students Take Over

ONE of the tenth anniversary features of KVFD Ft. Dodge, Iowa, was inauguration of series, "School Day," in which students from local high school and junior college take over operation of station and its FM affiliate, KFMY, from 6 p.m. to midnight. Students do selling for shows they produce, give play-by-plays of games of interest to listeners and generally take complete charge of stations' operations.

'Something To Do'

NEW show, *Something To Do*, on WTMJ-TV Milwaukee, finding enthusiastic reception from children and their mothers. Show is aired Mon.-Wed.-Fri., 5-5:30 p.m., and teaches children simple arts and crafts. Prizes donated by sponsor, Boston Dept. Store, Milwaukee, are awarded to nine children in viewing audience weekly and children participate in show during following week.

Christmas Every Day

LATE last November, WFBR Baltimore's locally produced programs urged listeners to send in letters about people who express Christmas cheer throughout the year. Special committee selected 10 best letters and sent invitations to writers to bring the persons they had written about to studios for special 45-minute broadcast last month. During program, roving m.c. pinned orchids on letter-writers and Santa Claus gave prizes to women who were selected as year-round St. Nicks. Choir and interviews with personalities rounded-out show.

Teen-Age Talent

YOUNG people who have organized themselves under name, Tele-Teen Talent Inc., produce *Spotlight on Tomorrow*, half-hour variety show on WLWD (TV) Dayton, Ohio. Time and facilities of station are loaned to group by WLWD. Shows feature songs, instrumental selections, comedy routines and dance numbers. Program is also carried by WLWT (TV) Cincinnati and WLWC (TV) Columbus.

Mid-Winter Baseball

BASEBALL is already "hot" with biweekly half-hour *Hot Stove League* show on WNOR Norfolk, Va. Featuring Earl Harper and Jack Harris, station's baseball announcers, program gives listeners late baseball developments and news, and interviews baseball celebrity guest. Special feature of show is three inning baseball quiz game. Teams of three men each are headed by Messrs. Harper and Harris. Correct answers to questions merit home run for team. Incorrect answers count as strike outs. Upshot of quiz will be "Hot Stove League World Series" between two champion teams which will be played off before regular WNOR baseball season begins.

Youth Program

SPECIAL program on WTVR (TV) Richmond featured five 10-year-old boys who demonstrated work being done by Richmond YMCA with youths in the city. Boys were members of physical educational program at the Y and performed acts of balancing, tumbling, pyramid building and so forth for the televiewing and studio audience. Entire show, emceed by Jack Lewis, sports announcer for WTVR, was made up of boys' performances.

STATION BIDS

FCC Reports on WDIA, KLX

INITIAL decision has been reported by FCC to grant application of KLX Oakland, Calif., for power increase on 910 kc fulltime from 1 kw to 5 kw directional.

Commission meanwhile reported initial decision to deny WDIA Memphis, Tenn., request for switch from 250 w daytime on 730 kc to 250 w fulltime on 1240 kc.

In the KLX case, the initial ruling by Hearing Examiner Fanney N. Litvin found that the proposed power increase would not cause objectionable interference to any other station and that the proposal would be in "substantial compliance" with the Commission's rules and engineering standards. With increased power KLX would expand its 0.5 mv/m coverage from present 1,523,600 persons to 1,605,800 persons, the report estimated.

Hearing Examiner J. Fred Johnson Jr. recommended denial of the WDIA bid because the proposed operation would not meet minimum engineering requirements for coverage of residential and business areas and further on ground of interference with WENK Union City, Tenn., and KWAK Stuttgart, Ark. Examiner Johnson found no evidence in the record that WDIA had violated any laws regarding lottery and gift enterprises, which also had been an issue in the case.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt of successful small northmidwestern station. Give complete record and personal history. Box 246D, BROADCASTING.

Traffic manager, male, must be experienced with some sales ability. Well established, fulltime ABC affiliate in midwest. Give experience, background, references and photo. Box 531D, BROADCASTING.

Station manager. 1 kw day and FM. Downstate Illinois. Single station 50,000 pop. In the black. Want good young man with proven sales and managerial ability. Adequate salary and 10% of net. Complete details including salary required first letter. Need salesman same station. Box 595D, BROADCASTING.

Manager for successful 250 watt network station. Midwest, only station in highly desirable city and market. Must have full knowledge all phases of broadcast business, be a good salesman and have ability to manage station and direct staff. Good proposition for right party. Write Box 602D, BROADCASTING.

Salesmen

Southern 5000 watt station invites top radio salesmen with loyalty and purpose for bigger incomes and better living, permanent men only. Will consider man and wife, experienced. Write frankly, send photo. Box 553D, BROADCASTING.

Experienced time salesman with good business and personal background. Guarantee first three months with commission basis thereafter. Name wanted guarantee based upon personal sales record on previous affiliation. Submit photograph, complete business background, monthly and yearly run business records, personal and business recommendations. Replies confidential. Large Southeastern market. Potential earnings unlimited. Box 585D, BROADCASTING.

Announcers

Experienced combo man. Announcer-engineer. Emphasis on announcing. Good conditions. Long established, progressive net and farm station southern Minnesota. Box 539D, BROADCASTING.

Disc jockey-announcer. If you are now a successful d. j. you may be able to take over several high-rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. References, home phone, attach snapshot. Confidential. Box 628D, BROADCASTING.

Topnotch announcer with 1st ticket for new kw fulltime in California valley city of 25,000, car necessary. Start $60. Rush disc, photo, full details at once. Start before February 1. KMOD, Modesto, California.

Wanted—Announcer-combination engineer and announcer-salesman. Radio Station WKEU, Griffin, Ga.

South Georgia independent wants announcer with a first class ticket, emphasis on announcing. Must be able to read news, run record shows, etc. Start $200 per month. WVOP, Telephone 327, Vidalia, Ga.

Technical

Wanted. Experienced combination operator-announcer with ticket and program ideas who can sell in spare time on commission. Should hit 300 first month. Air mail disc and photo, KPRK, Livingston, Mont.

First class license, no experience. Single, young, 250 watt station. Chance to get a start. Contact J. A. Huff, WHAW, Weston, W. Va. Opening December 28.

Help Wanted (Cont'd)

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Georgia.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Traffic girl wanted, progressive independent station in Texas. Must know traffic, shorthand and secretarial work. Send all qualifications and photograph. Box 584D, BROADCASTING.

Wanted—Copywriter with good training and educational background. Reasonable starting wage with advancement based on ability. Large southeastern market. Photo and references. Box 619D, BROADCASTING.

Continuity director. Must write fresh sparkling copy. Some air work. Experience desired. Please rush sample of copy, recent photo and audition disc to Program Director, KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

General manager, commercial manager or both. Cannot perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 560D, BROADCASTING.

Young aggressive manager large FM, interested in getting into the real medium of the future—TV. Desire junior executive or managerial position. Have followed TV's growth, want to learn, willing to work at reasonable salary. Looking for job growing to permanent position. Box 577D, BROADCASTING.

Manager seeking station with potential. Background consists of announcing, writing, producing, news editing for CBS, Plus programming, directing and managing and the usual success stories. Must leave present coastal area due to wife's ill health. References and comments of owners of station I am managing at present available direct. I won't go into the personal glorifications such as sobriety, records, etc. It speaks for itself. Character references may be obtained from the industry's most respected individuals. Box 633D, BROADCASTING.

Capable manager—Good business executive . . . strong on results and smooth, economical operation. Can give you the productive kind of radio that builds listeners and increases billings. Fine background in sales, advertising and radio. Mature, with plenty experience and the common sense management that makes a station profitable . . . net or independent. Available January first. Write or wire, P.O. Box 1244, Greenville, South Carolina.

Salesmen

Salesman, five years selling in radio. Know announcing, production, promotion, acting. College, good sales record, ambition. Married. Age 31. Sober. Excellent references. Presently employed with 1000 wt independent, major eastern seaboard market. Desire sales position with station or agency in Los Angeles area. Box 552D. BROADCASTING.

Young, qualified, conscientious, experienced salesman wants better opportunity in Michigan. Box 536D, BROADCASTING.

Situations Wanted (Cont'd)

Sales manager, proven sales record with independent and network stations. Old enough to have many years actual radio sales experience with young ideas in sales, promotion, management, advertising and merchandising. Available for personal interview for stations located in Ohio, Michigan and Indiana. Box 575D, BROADCASTING.

Announcers

Announcer, university grad., 22, available immediately, anywhere. Disc, photo and references on request. Box 157D, BROADCASTING.

Sportscaster, experienced football and basketball play-by-play. Also experienced in sales. Presently employed but seeking advancement. Box 470D, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 497D, BROADCASTING.

Announcer-copywriter, husband - wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 498D, BROADCASTING.

Newscaster, network caliber voice, delivery. Seeks solid 5 kws appreciating quality news operation. Considers that plus harmonious working conditions, desirable community to settle with family above money. Distinctive rewrite, alert local coverage, excellent newspaper, radio news background. BS, non-drinker. Box 516D, BROADCASTING.

Experienced announcer, disc jockey, newscaster, continuity writer, actor. College graduate. Married. Disc, photo, references available. Thrive on hard work. Will travel anywhere. Send details. Box 576D, BROADCASTING.

Play-by-play all sports, news, special events, participation shows. 4 years solid experience, finest references. Young enough to be enthusiastic; mature enough to be dependable. Married. Seeking permanent position sports minded far western station. Will arrange personal audition. Box 580D, BROADCASTING.

Thinking about baseball? Sports announcer with large market background has legitimate reason for seeking change. References include present employers. Details, disc, interview on request. Box 581D, BROADCASTING.

Announcer, now on NYC FM station. Versatile, operate board, write continuity. Prefer small eastern outfit. Salary secondary to advancement opportunities. Box 582D, BROADCASTING.

Sportscaster-announcer experience play-by-play and all phases of general announcing including newscasting, commercials, etc. Married, currently employed. No floater. Box 586D, BROADCASTING.

Announcer, Desires opportunity, you didn't have in radio. Great talent, more for development to policy. Consider moderate salary. Lacking practical experience. (Weren't you once? Now look at yourself!) Box 589D, BROADCASTING.

Looking for a mail order and pitch commercial man? One with experience aplenty? A man who is a nationally known hillbilly disc jockey, a man who really sells, and a man who does all staff work. If so, you'll be interested to know that I'm available after January 15. Please write full position details. Box 590D, BROADCASTING.

Sportscaster one of nation's finest basketball, baseball, football. Please write Box 592D, BROADCASTING.

Experienced announcer, engineer, 2 years. 250 w to 50 kw. RCA graduate, 1st phone. A-1 disc jockey. 150 mile radius N.Y.C. Available immediately. Box 593D, BROADCASTING.

Announcer, console operator. Experienced deejay, news, sports. Married veteran. Disc and photo available. Box 597D, BROADCASTING.

Gninrom nam, reflects a reliable, different, D. J. 8 years success. Married, employed. $80. Box 604D, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster—Topnotch excellent voice background ten years commercial radio handling play-by-play and daily sports program for such accounts as General Mills, Coca Cola, Atlantic Refining and Peter Hand Brewery. Desire post selling and broadcasting all types sports programs on straight commission. Best references. Am Army officer returning to inactive duty 15 January after having been recalled to year tour in Special Services handling radio shows. Prefer east or middle-west but interested in any station that is fertile field for sales. Box 603D, BROADCASTING.

Announcer-engineer, 3 years experience, prefer eastern coast. Presently employed. Box 618D, BROADCASTING.

I'm looking for my first job. Who will take a chance on a young vet, professionally trained, two years college. Travel anywhere for any salary. Disc available. You won't be sorry. Box 624D, BROADCASTING.

Announcer—Experienced combination man. Control board operator and announcer, employing versatility. Would like to secure position with progressive stations. Disc, resume and photograph available. Free to travel. Box 626D, BROADCASTING.

Combination announcer, news commentator, sportscaster. Operate board. Two years experience. College graduate, B. S. in Physical education. Prefer New York or New Jersey areas. Excellent references. Part-time considered. Box 629D, BROADCASTING.

Announcer, 15 months experience. Will travel. Operate console. Consider all offers. M.S.G., 5009 S. Talman, Chicago 32, Illinois.

Staff announcer, 24, single, 2½ years network and independent experience. Will travel, but prefer Great Lakes region. College B.A. in speech. Copy writing. Jack Edwards, 11402 Superior Avenue, Cleveland, Ohio.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222A Oak St. Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire or phone for disc, etc.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, experienced, some announcing ability. Needs job. Box 480D, BROADCASTING.

Experienced first phone transmitter engineer seeking permanent position anywhere. Minimum salary two hundred dollars monthly. Available two weeks notice. Box 578D, BROADCASTING.

Engineer, 2 years transmitter and remotes. 3 years Army radar experience. Graduate leading radio school. Box 587D, BROADCASTING.

Combination man. First phone, one year experience. 8 months as engineer on ten kw-FM station. 6 months combo-work. A-1 reference. Box 588D, BROADCASTING.

Experienced engineer FM, AM studios. Will consider anywhere. Married. Box 591D, BROADCASTING.

Engineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 583D, BROADCASTING.

Experienced engineer. AM-FM. First phone, transmitter, console, remotes. Experienced construction, installation. Car, married, presently employed. Box 621D, BROADCASTING.

Engineer, 1st phone. 2 years experience all phases AM and FM station operation and maintenance. Single. 25. car. available. Box 625D, BROADCASTING.

First class radio telephone operator license. Graduate of technical school in AM and FM broadcasting and television. Working as TV repair. Desire position in broadcasting. 24 years of age, unmarried and free to travel. Box 631D, BROADCASTING.

Experienced engineer two years as chief, married, no children. Best of references. Box 632D, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Immediately available—First class licensed engineer with over 4 years experience. Single, 25, without car. Starting salary secondary. Good references. Apt. 4, 214 Seymour St., Syracuse 4, N. Y.

Chief engineer-engineer. AM-FM. Can announce. R. C. Barritt, 1200 Susquehanna. Pittston, Pennsylvania.

Engineer, 1st phone, single, recent graduate leading radio school. Desires transmitter or combination work. Have disc. Wire or write Donald Bentrott, Wheatland, Iowa.

Engineer-experienced FM-AM. Communication engineering graduate. All licenses. Available immediately. M. Johnson, 436 N. Hazel, Danville, Illinois 2478 J.

Engineer, 28 months transmitter and studio experience. Reference, will travel. car. Harold D. Porter, 1134 25th, Des Moines, Iowa.

Production-Programming, others

Experienced program director desires immediate change. Well educated, reliable, conscientious, hardworking. Experience at independents and networks. Have written copy and sold, but prefer concentration on programming with some announcing. Network quality voice. Versatile—do equally good job remotes, newscasts, classical music, commercials, etc. Top references all employers. Disc, details on request. Box 568D, BROADCASTING.

Radio news pays off—NARND Report. News editor can build news programs or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Young woman wants diversified position, prefreably with small station. Thoroughly experienced in programming, traffic, music, continuity, public relations, merchandising. Box 579D, BROADCASTING.

Trained continuity writer, 18, male, writes excellent copy. Box 598D, BROADCASTING.

She'll make her own place in your area. Four years experience in women's and children's programs and record library. Unusual background and training. Voice and disc or interview on request. Box 601D, BROADCASTING.

Continuity writer, thoroughly trained, ambitious, reliable, efficient, good commercial copy. Box 617D, BROADCASTING.

Adept news, continuity writer; extensive experience, engineering, announcing, production. Familiar television operations. College graduate. Employed; will relocate to progress with growing organization. Box 620D, BROADCASTING.

Television

Production-Programming, others

Television man: Station, agency, motion picture, package production experience. Seeks position TV station, agency. Capable full charge all production including remotes. Pet project: low-cost, live programming. Prolific, energetic, sober, reasonable. Go anywhere. Box 605D, BROADCASTING.

Young man, television film producer, college education, colorful motion picture and television background, wants position with TV station as film producer. Can offer indispensable, custom-made television film equipment plus ten years' experience. No false claims. Write Box 630D, BROADCASTING for details of production experience, references, photos of special equipment, and sample prints of present television film work.

For Sale

Stations

Successful 250 watt network station small north midwestern town. Net earnings in excess of $20,000 per year. No competition. Completely equipped. Assets in excess of $70,000. Price $110,000. Box 247D, BROADCASTING.

Southern California regional network affiliate in one of top seven Pacific Coast markets. Terms. Owner retiring. Interested parties please send sufficient details regarding ability to purchase. Principal only. Box 546D, BROADCASTING.

For Sale (Cont'd)

Central Illinois. Making money. Only station in 100,000 trading area. 1 kw day plus FM. Can be purchased for value physical assets. Under $100,000. $30,000 dn. Box 596D, BROADCASTING.

9 kw FM only. Fine city of 34,000 population within 100 miles of Chicago. Hub of trading area of 56,000. Appraisal value over $70,000. Reason for selling not financial. Liberal terms. Details to responsible parties upon request. Box 600D, BROADCASTING.

Equipment, etc.

For Sale—#10 soft drawn copper radial wire bright brand new on five reels. 1343 pounds @ 17¢ per pound FOB WHHH, 2nd National Bank Building, Warren, Ohio.

For sale—Type 26-C Collins limiting amplifier, good condition, just out of service. WHLN, Harlan, Kentucky.

10 kw WE506B-2 FM transmitter. New, never uncrated. Make inquiry. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Due to the liquidation of a broadcasting station we are offering at a sacrifice price 179 foot self supporting tower. Blaw-Knox complete with A-2 light kit all wires enclosed in rigid conduit for quick sale $2500.00. Also 250 watt transmitter and console with various transmitter equipment for quick sale $5000.00. Agents representing the sellers, J. J. Phillips & Son, General Radio Contractors, 124 E. LaChappelle St., San Antonio 4, Texas. Telephone Fannin 4616. These prices are at a tremendous sacrifice and can be bought on terms.

Wanted to Buy

Stations

Interested buying station—low price range. Supply sufficient information in confidence. Experienced broadcaster. No broker. Box 627D, BROADCASTING.

Equipment, etc.

Wanted—Brand new nine channel latest model Raytheon console. This equipment must be brand new. Submit lowest cash price. Box 428D, BROADCASTING.

Wanted. FCC approved AM frequency and modulation monitors. State model, price and age. Box 594D, BROADCASTING.

Wanted—Post war 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted for new 250 watt, 1580 kc station. RCA, Gates, Collins, Western Electric, General Electric or Raytheon. Transmitter, crystal, modulation and frequency monitors, console, 250 ohms remote amplifier, limiting amplifier, 15 watt monitoring amplifier, turn tables, pickup arms, 250 ohms microphones, antenna tuning unit, 200 ft. tower, CAA lights, 7/8" coaxial cable. Reply to Box 373, Altoona, Pennsylvania. No telephone calls.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Situations Wanted

Managerial

AM-TV SALES EXECUTIVE

Seasoned salesmanager for an AM or TV station is looking for a challenging job for 1950.

Sound background in selling spot, network and TV for past ten years.

Constructive planner, knows his way around advertisers and agencies. Forty years young. Best references. Would like to talk to you if you are looking for an aggressive man with ideas. Box 521D, BROADCASTING.

Situations Wanted (Cont'd)

Attention Independent Stations!

Veteran radio manager of highly successful independent metropolitan station is available for managerial job with a "non-network" property. Well acquainted with national radio buyers; best references.

BOX 623D, BROADCASTING

Help Wanted

Announcers

Help Wanted—Announcers

New England station has opening for a "top" morning man. Excellent salary to dependable announcer. Must have charm, experience, know-how and style. Send experience details.

BOX 599D, BROADCASTING

For Sale

Equipment

For sale: Present 250 watt transmitting plant available approximately January 15, 1950 on an "as is, where is" basis. All equipment in good as new condition which has given eight years of trouble free operation.

Western Electric model 451-A-1 250 watt transmitter complete with tubes, 1400 kc crystal and model D-97008 antenna coupling unit.

Western Electric model 126-A limiting amplifier, complete.

Western Electric model 124-E monitor amplifier, complete.

Western Electric, 72 inch racks (2).

Alliance 160 foot guyed, base insulated tower.

WHHH, 2nd National Bank Bldg., Warren, Ohio

Schools

Are you looking for WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill
Phone Lincoln 9-7260

Schools (Cont'd)

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

SPRING TERM OPENS FEB. 6

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338—16th St., N.W.
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Please send information concerning
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AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

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ANNOUNCING • ACTING
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Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening
Small Classes
Approved for Veterans

Write for Prospectus

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

Allis-Chalmers Repeat

ALLIS-CHALMERS Manufacturing Co., Milwaukee, has ordered a live repeat broadcast of the *National Farm and Home Hour* from NBC Chicago for Mountain and Pacific Coast Time zones starting Jan. 7 at 1:30 p.m. CST each Saturday, reaching the additional zones at 11:30 a.m. and 12:30 p.m. respectively. Program is aired regularly at 12 noon CST. Agency is Bert S. Gittins, Milwaukee.

XUM

Feature

(Continued from page 16)

health, infantile paralysis, and cancer societies.

Promotion for the program has been very extensive and is responsible for the biggest slice in the budget. Nineteen different paid program advertisements appeared in each of 18 KUSD area county weekly newspapers and in each of the three dailies. Eighty thousand copies of the "Fight" card, listing the entire series of broadcasts, were printed by the State Dept. of Health and distributed through the local schools. To add to these, 90,000 "Fight" tickets for use as individual promotion pieces were printed as part of the campaign. One thousand tickets were printed to go with each of the 19 different newspapers' ads.

Two of the series (Dec. 1 and 8) were tied in with the annual Christmas seal campaign and were given over to "Churchyard Cough," dramatizing the fight against T. B. Other "Fight" cards included such battlers as "The Crippler" (polio), "Kid Cancer," and "Denture Dan" (tooth decay).

Not only was the promotion a teaser for the sponsors, but as Mr. Merrill explains: "The entire promotion budget . . . has been contributed by the participating organizations which required a bit of promotion in itself."

Next Thursday another round against U. S. Public Enemy No. 1 will be clocked over KUSD, exemplifying radio participation in diseminating education in public health.

Comedy Writers Guild

A COMEDY Writers Guild has been formed by the Gagwriters Comedy Forum under the direction of National Laugh Enterprises. A cooperative venture, the guild gives as its main purpose protection of gagwriters and special material writers not covered by the Dramatists Guild and the Radio Writers Guild. The Comedy Writers Guild seek affiliation with AGVA.

Promotion

OPEN house at opening of WOHI East Liverpool, Ohio, was occasion for distribution of several promotion pieces by station. Over 1,500 visitors received buttons bearing drawing of "Wo-hi" Indian and legend, "1490 on your dial means Good Entertainment," booklet containing opening week schedule and pictures of "WOHI-VIEW," scenery seen from transmitter site and photographs of studio and staff artists. Cuts of Indian were used extensively in local papers.

Timely Attention

CHRISTMAS season display erected by KEXO Grand Junction, Col., was composed of two huge Christmas trees, lighted by more than 500 bulbs apiece, and eight-foot Santa Claus. Trees and Santa were situated on either side of highway junction near building prominently displaying call letters and dial position of KEXO.

Graph Folder

TWO-color folder sent to trade by WEEI Boston shows graphs of station's listener pull. Cover contains teaser statement, "In Boston, 0.8% don't." Inside explains, "But 99.2% DO listen to radio." Two-year graph from Pulse Reports shows WEEI's ratings compared to other local stations. Another graph demonstrates station's share of listeners by quarter hours between January '47-June '49. Back of folder reads, in part, "In Boston, where people listen to *people*, the station is WEEI."

FM in '50

IN all-out pitch to hold and obtain new business for FM, in particular WCSI (FM) Columbus, Ind., station has sent two-page report to all timebuyers, regional and local clients, entitled, "Don't Forget FM Radio in 1950." Paper points out advantages of using radio and FM and suggests that businesses use at least 35% of their ad budgets for radio.

Cover Promotes

COVER from Dec. 12 issue of BROADCASTING has been sent to trade by KCBS San Francisco. Story of success of Jim Grady, commentator for station, is briefly told on sheet. Clipped to cover is small card reading, in part, "Whether your product comes from Milwaukee, Manhattan, or the factory down the street . . . a sales recommendation by KCBS means immediate local acceptance. . . ."

More KF&O

RCA has published 16-page illustrated booklet on *Kukla, Fran & Ollie* to be distributed to new TV set owners, conventions in RCA Exhibition Hall and through company distributors. Booklet is titled, "Found at Last! A Man Who Doesn't Like Kukla, Fran & Ollie," and tells history and format of show which is alternately sponsored by RCA and Sealtest Division of National Dairies.

Game Promotes 'Firefighters'

DAY before premiere broadcast of *Firefighters* over KBON Omaha, Neb., promotion stunt was staged at annual grid classic, Santa Claus Bowl, in Omaha's municipal stadium. Grade-school football game was sold-out to audience largely composed of children. Signs throughout stadium promoted show, and representatives from fire department with fire truck were present. Sponsor, Harding's Sealtest, distributed 3,600 popsickles to children.

It Happens!

LARGE yellow sheet is latest promotion piece sent to trade by WWDC Washington. Page begins, "Sinclair Lewis said: 'It Can't Happen Here' . . . but it did happen on WWDC." Telegram, sent to station by Forjoe & Co. asking for all available time on behalf of Talking Toy, follows. Short resume of Talking Toy's success on WWDC follows. Attached is mimeographed page showing WWDC's position in audience holders in Washington, according to Pulse for Sept.-Oct., 1949.

Birthday Celebration

NINTH birthday of Betsy King, reportedly youngest disc jockey in Boston, heard weekly over WCOP that city, was celebrated in cooperation with U. S. Navy recently. Festivities aboard ship docked in Boston Navy Yard were attended by 400 of Betsy's young listeners who had written in for tickets. Santa Claus distributed toys, movies were shown and the ship's band played. Birthday refreshments were served. Children attending were asked to bring new toys for needy children to be distributed by the Navy.

WOV Pilgrimage

LARGE sheet reprinted from New York *Journal-American*, Dec. 7, sent to trade by WOV New York, tells briefly story of WOV's sponsorship of Pilgrimage to Rome as part of 1950 Holy Year celebrations, and announces sailing of pilgrims on that day. Picture of Diana Baldi, women's commentator for WOV and its representative throughout pilgrimage, is featured on sheet.

Booklet Surveys

OVERSIZED 20-page booklet, illustrated in color and containing maps, currently being distributed to public through Pure Oil Co., sponsor of H. V. Kaltenborn on NBC. Booklet, entitled, *Fifty Fabulous Years*, surveys 50 most important people and events from 1900 to the present. Maps showing the changing of territories of various nations are included. Booklet was edited by Mr. Kaltenborn.

Simple Statements

MIMEOGRAPHED sheet from CFQC Saskatoon, Sask., tells simple story designed to interest potential sponsors. Heading is, "More Farmers Pay Income Tax in Saskatchewan Than In Any Other Province." Listing of numbers of farmers paying the tax in all Canadian provinces follows with statement, "CFQC is situated in the heart of the richest farming belt in the West."

Promotion for 'Little Women'

PART of promotion for presentation of "Little Women" on *Ford Theatre*, CBS-TV recently, was sending of copy of book to editors in all cities carrying the program. Flyer pasted on front cover of book called attention to show. Agency is Kenyon & Eckhardt, New York.

Cole's Scrapbook

MINIATURE copies of scrapbook of Grady Cole, WBT Charlotte, N. C., commentator, have been printed for distribution to his clients and agencies to show how he delivers more than effective air - salesmanship. Newspaper promotion, all obtained because of news value of stories, assists in boosting Cole name and indirectly the name of his sponsors.

For 'Magic Cottage'

ATTRACTIVE booklet has been prepared for distribution to sponsors and agencies by DuMont TV Network promoting *Magic Cottage* show. Picture of Pat Meikle, program's narrator-drawer-m.c., is on cover and narration inside tells show's success story. Illustrations demonstrating format of show and history of people connected with it are included, as are merchandising hints, promotion and publicity ideas.

Personnel

WILLIAM WYATT ADVERTISING Co., San Antonio, Tex., appointed to handle advertising for WOAI-AM-TV San Antonio.

LANG-WORTH

30 Stations Buy Library

THIRTY stations have signed contracts in the past ten days with Lang-Worth Feature Programs Inc., New York, for its new eight-inch library.

New stations are: WCAV Norfolk, Va.; KFRM Kansas City, Mo.; KIVY Crockett, Tex.; WPEP Taunton, Mass.; WMID Atlantic City; WOAP Owosso, Mich.; WLOH Princeton, W. Va.; WICY Malone, N. Y.; WJAT Swainsboro, Ga. Stations renewing contracts are: WEOL Elyria, Ohio; WKMH Dearborn, Mich.; WBCC Bethesda, Md.; WHTC Holland, Mich.; WBEC Pittsfield, Mass.; KODI Cody, Wyo.; WSYR Syracuse, N. Y.; WSCR Scranton, Pa.; WAVE Louisville, Ky.; WILS Lansing, Mich.; WKJJ Portland, Ore.; WHED Washington, N. C.; KRSC Seattle; KRGV Weslaco, Tex.; WWJ Detroit; WROY Carmi, Ill.; KSYL Alexandria, La.; WJEJ Hagerstown, Md.; WBEN Buffalo, N. Y.; WGRC Louisville, Ky.; WKOK Sunbury, Pa.

A National Service

During 1949
Blackburn-Hamilton Company
served clients in 43 states

Negotiations, Appraisals, Financing

BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

'49 Revenue

(Continued from page 19)

by the 230-odd stations that went on the air last year.

Revenue to stations from sale of network time declined between $1.5 million and $2 million as compared to 1948.

"Regionally, the revenue picture has changed," according to Dr. Baker. "In 1948 the New England area reported an increase in local business; this year (1949) this area reports the greatest decrease. On the other hand, local business on the Pacific Coast has shown a marked improvement in 1949 as compared with losses in 1948. The West North Central Region (Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Missouri) again reports sizeable increases in retail business.

"The largest percentage increase in national spot business was reported in the East South Central Region (Kentucky, Tennessee, Alabama, Mississippi). Important increases were also reported in the Middle Atlantic, Pacific and Mountain Regions.

"While the Pacific and Mountain Regions appeared to enjoy large increases in revenue this year, they seem to have been hardest hit by increases in operating expenses. The New England and West North Central Regions show decreases in expenses, although both of them showed increases last year."

NAB's tabulation of 1949 estimates against the FCC's official 1948 figures follows:

* * *

GROSS REVENUE

	1948 (Official FCC Figures)	1949 (Estimates)	% Change
National Networks	$133,723,098	$129,300,000	— 3.3
Regional Networks*	7,329,255	7,529,000	+ 2.7
National Spot	104,759,761	118,425,000	+13.0
Local Retail	170,908,165	180,025,000	+ 5.3
	$416,720,279	$435,279,000	+ 4.5

* Includes miscellaneous networks and stations.

ANTI-TRANSIT

D. C. Appeal Move Brews

AN APPEAL from a District of Columbia utilities decision sanctioning transit radio operation in Washington was promised last week by opponents of music-equipped vehicles.

Plans were afoot to carry the fight to the U. S. Dept. of Justice, members of Congress and Federal District Court if Washington's Public Utilities Commission rejects a petition for rehearing of the case.

PUC ruled fortnight ago that transit FM is "not inconsistent with public convenience, comfort and safety" and said the conclusion is "inescapable that radio reception in street cars and busses is not an obstacle to safety of operation" [BROADCASTING, Dec. 26, 1949].

Two Washington attorneys—Franklin S. Pollak of the Justice Dept. and Guy Martin—said last week they would file the rehearing plea and, if that failed, take the case to Federal District Court.

Meanwhile, a small Washington group reportedly has asked James Lawrence Fly, former FCC chairman, and other attorneys to represent it in suits against Capital Transit Co., which takes the service from WWDC-FM, and New York Central Railroad, currently airing broadcasts in New York's Grand Central station. Basis for litigation would be the contention that both types of broadcasts constitute "forced listening" and are unconstitutional.

The organization, which calls itself the National Citizens Committee Against Forced Reading and Listening, said it had asked four members of Congress to sponsor anti-transit FM legislation.

AWARD of appreciation for cooperation and assistance extended for maintaining and furthering interests and activities of Marine Corps presented to KXOK St. Louis.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

HAVE I TOLD YOU LATELY THAT I LOVE YOU

On Records: Bing Crosby—Andrews Sisters—Dec. 248247; Tony Martin—Fran Warren—Vic. 20-3613; Red Foley—Dec. 46014; Gene Autry—Col. 27097; Sons of the Pioneers—Vic. 20-1987; Tex Ritter—Cap. 296; Curley Joe—Cont. 5055.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WINS CASE

Pope Charges WFDR (FM) 'Avco Rule' Move

GENEROSO POPE's Il Progresso Italo-Americano Publishing Co., seeking FCC approval of its $512,500 purchase of WINS New York, claimed last week that WFDR (FM) New York in its bid for the WINS facilities [BROADCASTING, Dec. 19, 1949] is seeking to "reinvoke the old Avco Rule."

In a petition filed Thursday by Marcus Cohn of the Washington law firm of Cohn & Marks, Il Progresso also contended the WFDR application is "defective" and should be returned because it doesn't meet FCC's requirements on engineering data.

The application's reference to WINS' present day and night patterns as representing its own, the brief said, is insufficient under FCC rules. Additionally, the brief asserted, the application does not show that WINS' antenna site is available to WFDR, or that WFDR, although willing and able to buy WINS' equipment, is willing and able to "construct" a station.

The brief contended that WFDR, owned by the International Ladies Garment Workers Union, is attempting to re-establish the now-abandoned Avco Rule when it asks FCC to call in WINS' renewal application for hearing with its own application and Il Progresso's transfer request.

WFDR, the Commission was told, wants to have its program plans compared with the foreign-language plans of Il Progresso, not with the programming of WINS, and thus "to do indirectly what the Commission has already determined [by repeal of Avco] cannot be done directly."

Seeks Relief

"So obvious is the intention of petitioner to attempt to seek relief under the abolished Avco Rule," the brief asserted, "that it actually incorporates the required language of that rule" on the point of meeting "the same terms and conditions" as the original applicant.

Meanwhile, the battle over the merits of foreign-language programming continued between Il Progresso and the Committee of WINS Employes, who are protesting sale of the station to the Pope interests. Mr. Pope proposes to inaugurate foreign-language programs on WINS.

Former FCC Chairman James Lawrence Fly, attorney for the WINS employes, had questioned the "principle" of such programs, and Il Progresso had replied by quoting from some of Mr. Fly's own past statements on the subject [BROADCASTING, Dec. 12, 19].

In a further reply, also filed by Mr. Fly the WINS group said:

Here we say that in the year 1949, in the New York area and in the light of the present facilities for foreign-language broadcasting balanced against the present need, it is not sound public policy to subtract this particular facility [WINS] from those being devoted to general-purpose programming and add it to those serving the foreign-language need. . . .

The question is not what James Lawrence Fly has said about foreign-language broadcasts in time of war. It is what does this Commission say about this concrete proposal. We say that question requires a hearing.

The WINS group conceded they made an "inadvertent mistake" in saying Mr. Pope himself had told them he could employ only a few of them at WINS. They said the statement was made instead by Mr. Pope's son, Gene Pope.

To this Il Progresso replied with an affidavit asserting that no representations concerning the future employment of WINS personnel was made at the meeting.

Further, it was contended, Il Progresso's acquisition of WINS would not necessarily mean the number of foreign-language stations would be increased, since it will be required to sell WHOM Jersey City, now a foreign language outlet, which might become a general service station under new owners.

WINS, owned by Crosley Broadcasting Corp., is on 1010 kc with 50 kw day and 10 kw night.

Mr. Stan Schloeder
Benton and Bowles
New York City, N. Y.

Dear Stan:

Happy New Year! I reckin ever'thin' is astartin' all over again fer 'nother year, but here in th' hometown o' WCHS folks already is ust ter lissenin' ter West Virginny's number one station! WCHS has allus been th' lissenin' habit here in southern West Virginny, but hit's even more so now. Heerd a coupla fellers atalkin' in th' resternt t'other day. One was asayin', "Ever'thin' I wants ter hear is on WCHS! When I gits up, my favorite disc-jockey Don Evans is on WCHS. Durin' th' morning I want Godfrey an' he's on WCHS. I want news an' sports at dinner time. Where do I git 'em? Ou WCHS, of course. An' then all evenin' my folks lissens ter WCHS." Jest tho't I'd let yer know, Stan. You fellers likes ter use stations folks lissens to most.

Yrs.
Algy

WCHS
Charleston, W. Va.

FCC Actions

(Continued from page 60)

Applications Cont.:

License Renewal

Following stations filed applications for license renewal: KSFE Needles, Calif.; WMLT Dublin, Ga.; WLAV Grand Rapids, Mich.; WEXL Royal Oak, Mich.; WJMB Brookhaven, Miss.; KFDW Helena, Mont.; WOXF Oxford, N. C.; WTAD-FM Quincy, Ill.; WIBM-FM Jackson, Mich.

FM—98.7 mc

WWDC-FM Washington—CP change from 101.1 mc to 98.7 mc.

FM—101.1 mc

WOL-FM Washington — CP change from 98.7 mc to 101.1 mc.

TENDERED FOR FILING

SSA—770 kc

KOB Albuquerque—Extension of SSA operate on 770 kc with 25 kw-N 50 kw-D unl. for period from March 1, 1950, for next regular license or period concurrent with next extension of temp. license.

Modification of CP

WDSM Superior, Wis.—Mod. CP change from DA-DN to DA-N, on 710 kc.

December 29 Decisions . . .

BY COMMISSION EN BANC

Authority Granted

WRGK Brookfield, Ill.—Granted authority to remain silent from Jan. 1 to March 27, pending completion of reorganization plans.

KHBR Hillsboro, Tex.—Granted authority to remain silent for period of 60 days from Dec. 31, 1949, pending financial reorganization.

CP Granted

WIPR Santurce, P. R.—Granted CP to change trans. location; eng. cond.

Argument Continued

Commission on own motion continued without date oral argument scheduled for Jan. 6 on applications of The Connecticut Electronics Corp., Bridgeport, Conn.

BY THE SECRETARY

WKJB Mayaguez, P. R.—Granted license change frequency, etc. (710 kc 500 w-N 1 kw-D unl.).

WOSC Oswego County Bcstg Co. Inc., Fulton, N. Y.—Granted license for new standard station and specify studio location (1300 kc 1 kw D).

WCSH Portland, Me.—Granted license to use presently licensed alternate main trans. as main trans.

WTVB Twin Valley Bcsters. Inc., Coldwater, Mich.—Granted license for new standard station (1590 kc 1 kw DA D).

KXOC Chico, Calif.—Granted license increase power.

WKAN Kosciusko Bcstg. Corp., Warsaw, Ind.—Granted license for new standard station (1220 kc 250 w D).

WJCM Sebring, Fla.—Granted mod. CP for approval of ant., trans. and studio locations.

KMAN Manhattan, Kan.—Granted mod. CP change type trans.

KLFY Lafayette, La.—Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion on dates shown: WDBC Escanaba, Mich., to 4-5-50; WPAR Parkersburg, W. Va., to 3-12-50; WKVM Arecibo, P. R., to 3-15-50; KRGV Weslaco, Tex., to 6-1-50; WHP Harrisburg, Pa., to 7-2-50; WKNA Charleston, W. Va., to 4-16-50; WIBC Indianapolis, to 6-15-50; WPKY Princeton, Ky., to 2-1-50; WTIM Taylorville, Ill., to 2-15-50; WTVJ Miami, Fla., to 7-27-50; WNBQ Chicago, to 3-20-50; subject to express cond. that it is without prejudice to any action Commission may take with respect to any pending applications for renewal of license of stations licensed to grantee: KA2XAQ Kansas City, Mo., to 4-1-50; KWPC-FM Muscatine, Iowa, to 6-21-50; WKBN-FM Youngstown, Ohio, to 3-15-50; KOA-FM Denver, to 7-13-50 (subject to express cond. that it is without prejudice to any action Commission may take with respect to pending applications for renewal of license of standard stations licensed to NBC); WJPF-FM Herrin, Ill., to 3-31-50.

KSNY Blake-Formby Bcstg. Co., Snyder, Tex.—Granted license for new standard station (1280 kc 500 w D).

KIFN Western Bcstg. Co., Phoenix, Ariz.—Granted license for new standard station (860 kc 250 w D).

WJCN The Highlands Bcstg. Co., Sebring, Fla.—Granted assignment of CP from partnership to newly formed The Highlands Bcstg. Co. Inc.

WJR, The Goodwill Station Inc., Area Detroit, Mich.—Granted CP and license for new remote pickup KA-2313.

Isle of Dreams Bcstg. Corp., Area Miami, Fla.—Granted CP new remote pickup KA-5217.

KGNB New Braunfels, Tex.—Granted mod. CP for approval of ant. and trans. location and specify studio location and change type trans.

KIVY Crockett, Tex.—Granted mod. CP change type trans. and change type tower.

WCDL Carbondale, Pa.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

KMFM Monroe, La.—Granted mod. CP change trans. and make changes in ant.

WHHS (FM) Havertown, Pa.—Granted mod. CP educational station for extension of completion date to 2-15-50.

Federal Telecommunications Labs. Inc., Nutley, N. J.—Granted license for new exp. TV station KE2XHZ; Channels 2 through 13 in lieu of Channel 7; subject to non-interference to any station in operation on these frequencies.

KTTV Inc., Los Angeles—Granted CP and license for new exp. TV station KMC-43.

National Bcstg. Co.—Granted CPs and licenses for new remote pickups: KA-5196 area Denver; KA-5189 KA-5193 KA-5190 KA-5191 KA-5192 KA-5194-5 Area of Hollywood; KA-5174 KA-5175 KA 5176-7 Area of Washington; KA-5169 KA-5170 KA-5171 KA-5172-3 Area New York; KA-5178 KA-5179 KA-5180 KA-5181 Area Cleveland.

KRMG Tulsa, Okla.—Granted mod. CP change type trans.

WCBS-TV New York—Granted mod. CP for extension of completion date to 4-10-50.

WCHS Charleston, W. Va.—Granted request for 30-day extension of time from Dec. 30 to carry out assignment of license WCHS to The Tierney Co.

KWCR Cedar Rapids Bcstg. Corp. Inc., Cedar Rapids, Iowa—Granted license for new standard station and specify studio location.

KAVE Carlsbad, N. M.—Granted license to install new vertical ant. and change trans. location.

WMFD Wilmington, N. C.—Granted license change frequency, increase power, etc.

KGAN J. James Glancy, Kingman, Ariz.—Granted license for new standard station (1230 kc 250 w unl.).

WLBC Muncie, Ind.—Granted license install new trans.

KLMX Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—Granted license for new standard station and specify studio location (1450 kc 250 w unl.).

WDYK Richard Aubrey [illegible] berland, Md.—Granted license for new standard station (1230 k 250 w unl.).

KWCR Cedar Rapids, Iowa—Granted mod. license change name of licensee to Cedar Rapids Bcstg. Corp.

The WFMJ Bcstg. Co., Area Youngstown, Ohio—Granted CPs and licenses for new remote pickup KA-5182-3-4. Granted CPs for new remote pickup broadcast stations.

KBLF Red Bluff, Calif.—Granted CP install new trans.

WSTA Charlotte Amalie, Virgin Islands—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

HOTEL STRAND

ATLANTIC CITY'S
HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and inclosed Solaria—Salt Water Baths in rooms—Garage on premises, Courteous atmosphere throughout.

When in Atlantic City visit the
FAMOUS FIESTA LOUNGE
RENOWNED FOR FINE FOOD

OPEN ALL YEAR
Under Ownership Management
Exclusive Penna. Ave. and Boardwalk

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 29

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,086	2,047	190		330	266
FM Stations	743	477	306	*7	49	28
TV Stations	97	30	81		353	182

* Four on the air.

CALL ASSIGNMENTS: KCRV Caruthersville, Mo., (Pemiscot Bcstrs. Inc., 1370 kc, 1 kw day); KGMO (FM) Cape Girardeau, Mo., (Cape County Bcstg. Co., Channel 249, 97.7 mc); KLVL Pasadena, Tex., (Felix H. Morales, 1480 kc, 1 kw day); KNED McAlester, Okla., (Pittsburg County Bcstg. Co., 1460 kc 1 kw day); KOPY Glenwood Springs, Col., (Glenwood Springs Bcstg. Co., 1240 kc, 250 w unlimited); WBCO Bessemer, Ala., (Bessemer Bcstg. Co., 1450 kc, 250 w unlimited); WGBG Greensboro, N. C., changed from WHGR (Greensboro Bcstg. Co. Inc., 1400 kc, 250 w unlimited).

* * *

Docket Actions . . .

FINAL DECISION

Tariff regulations and practices proposed by Bell System applicable to interconnection of intercity TV transmission channels and facilities furnished by others declared unlawful in certain respects [See story, page 90, BROADCASTING, Dec. 26]. AT&T ordered to amend its policy effective March 1 to permit interconnection of its facilities with those of private broadcasters. Hearing ordered Jan. 25 on whether AT&T should be required to interconnect intercity TV channels with those of Western Union. Decision Dec. 23.

PROPOSED DECISION

Announced proposed decision to grant applications of Don Lee Bcstg. System for renewal of licenses of KGB San Diego, KDB Santa Barbara, KFRC San Francisco and KHJ-AM-FM Los Angeles and for severance of application for new TV station at San Francisco and placing same in pending file. Decision Dec. 28.

INITIAL DECISIONS

Initial decision by Hearing Examiner Fanney N. Litvin reported to deny license renewal to KXXL Reno, Nev., and to dismiss as moot application for assignment of license from Edward Margolis, Frederick W. Kirske and Byron J. Samuel d/b as Station KXXL to Chet L. Gonce. Decision Dec. 28.

Announced initial decision by Hearing Examiner Basil P. Cooper to deny application of Carolina Piedmont Bcstrs. Inc. for new AM station at Lincolnton, N. C., 1050 kc, 1 kw day. Decision Dec. 29.

OPINIONS AND ORDERS

Adopted order staying until further order the effective date of modifications ordered in licenses of WHAT and WTEL Philadelphia, which share time on 1340 kc, by specifying that WHAT shall operate on 1340 kc with 250 w fulltime and WTEL on 860 kc with 250 w daytime. Order Dec. 23.

Following actions were taken by Commission en banc Dec. 22 on applications requesting operation on 770 or 1030 kc, clear channels:

(a) WJZ New York—Order dismissing without prejudice to refiling after final decision, petition requesting all applications for 1030 kc be withheld until decision in docket. These involve KARM Fresno, Calif.; KWSC Pullman, Wash.; KUTA Salt Lake City; KWBU Houston; KTHT Houston; KOB Albuquerque; Blackwell Bcstg. Co., Blackwell, Okla.; Rafael Ramos Cobain, San Juan, P. R.

(b) KWSC Pullman, Wash.—Returned to pending file application for operation on 1030 kc, 1 kw-N, 5 kw-LS DA-N until conclusion of clear channel hearing.

(c) KWBU Corpus Christi—Memorandum opinion and order dismissing without prejudice application for license to cover SSA on 1030 kc, 50 kw, local sunrise Boston, Mass. to sunset Corpus Christi.

(d) KTHT Houston, Tex.—Returned to file application for mod. CP on 1030 kc, 50 kw unl. DA-N until conclusion of hearing.

(e) KXA Seattle, Wash.—Memorandum opinion and order denying request for application to change from 1 kw limited to 50 kw unl. on 770 kc, be removed from pending file and granted in part.

(f) KGA Spokane, Wash.—Order denying application for SSA on 1030 kc, 50 kw unl. DA-N; dismissed petition

Theatre for Sale

The five story office and theatre building, known as the Guild Theatre Building, at 243-257 West 52nd Street, New York City, will be offered for sale in proceedings for the reorganization of West 52nd Theatre Co., Inc., Debtor, at a Public Sale to be held on January 19, 1950, at 3 P. M. at Room 1305, United States Court House, Foley Square, New York City.

The building is of steel frame and concrete construction, with both theatre and office space. The theatre has a seating capacity of 956 seats in the orchestra and balcony. The offices are on the 2nd, 3rd, 4th and 5th floors and run along approximately the whole street frontage of 130 feet and are 20 feet in depth. The office space has a separate entrance and is serviced by an automatic push button elevator to the fourth floor.

The theatre space is presently occupied by Mutual Broadcasting Company on a month to month basis as a radio broadcasting theatre for Station WOR. The office space is occupied by a different tenant.

The property will be sold subject to a past due mortgage of $557,500. Any bid to be considered must exceed the sum of $59,991.14 above this mortgage.

Further details and the terms of bidding can be obtained from the Trustee or his counsel.

VAN VORST, SIEGEL & SMITH
Counsel
25 Broad Street
New York 4, N. Y.

VICTOR M. TYLER, *Trustee*
West 52nd Theatre Co., Inc.
120 Broadway
New York 5, N. Y.

for similar change by Louis Wasmer who has since been substituted by Corp. of Gonzaga U.

Non-Docket Actions . . .

TRANSFER GRANTS

WBEX Chillicothe, Ohio—Granted transfer of control of Shawnee Bcstg. Co., licensee, from D. C. Summerford, J. Harry Callaway and F. A. Dieringer to Walter A. and James E. Graham, owners WWGS Tifton, Ga., 26% each; Ivan Kulbersh and Murray Marcus, assistant managers Kulbersh's Dept. Store, Tifton, and Wilkie A. Nieghbors, each 16%. Consideration $68,000. WBEX assigned 1490 kc, 250 w unlimited. Granted Dec. 29.

WGAD Gadsden, Ala.—Granted assignment of license from Coosa Valley Bcstg. Co. to General Newspapers Inc., owner WGNH Gadsden. WGNH, operating at loss, is to be given up. Consideration is $40,000. WGAD operates on 1350 kc, 1 kw unlimited. Granted Dec. 29.

WKLA Ludington, Mich.—Granted assignment of license from Karl L. Ashbacker and Grant F. Ashbacker d/b as Ludington Bcstg. Co. for $50,000 to Raymond A. Plank, assistant general manager and chief engineer WFYC Alma, Mich. WKLA assigned 250 w on 1450 kc. Granted Dec. 29.

KDON (AM) Santa Cruz and KSNI (FM) Salinas, Calif.—Granted acquisition of control by John Ben Snow through purchase of 1,300 of 1,750 sh. held by Merritt C. Speidel in Salinas Newspapers Inc., 100% owner of Monterey Peninsula Bcstg. Co., KSNI licensee. Consideration is cancellation of $147,498 obligation. Monterey in turn owns 50% of Central Coast Counties Radio Inc., KDON licensee, and has been given consent to purchase other 50% from Grant R. Wrathall. Mr. Snow now holds 76.25% and Mr. Speidel 11.25% of parent newspaper firm. KDON assigned 250 w on 1240 kc. Granted Dec. 29.

WKIP (AM) and WHVA (FM) Poughkeepsie, N. Y.—Granted acquisition of control of Poughkeepsie Newspapers Inc., licensee, by John Ben Snow through purchase of 45.25% interest held by Merritt C. Speidel for cancellation $932,874 obligation. Mr. Snow becomes 88.68% owner; Mr. Speidel retains 2.25%. WKIP assigned 1450 kc, 250 w fulltime. Granted Dec. 29.

KWRN-AM-FM Reno, Nev.—Granted acquisition of control of Reno Newspapers Inc., licensee, by John Ben Snow through purchase of 26% interest held by Merritt Speidel for cancellation $165,137 obligation. Mr. Snow previously held 45.68%. Mr. Speidel retains 7.5% interest. KWRN operates with 250 w unlimited on 1490 kc. Granted Dec. 29.

Deletions . . .

EIGHT FM authorizations and one AM license reported deleted by FCC. Deletions from first of 1949 to Dec. 20 totaled: AM 61, FM 217, TV 13. Deletions, effective dates and reasons follow:

WGBG Greensboro, N. C.—Greensboro Bcstg. Co. Inc., license, Dec. 20, Merger with WHGR there, new permittee for 250 w fulltime on 1400 kc [BROADCASTING, Aug. 15].

WBRC-FM Birmingham, Ala.—Birmingham Bcstg. Co. Inc., licensee, Dec. 20. Economic [BROADCASTING, Dec. 5].

KMBC-FM Kansas City — Midland Bcstg. Co. License, Dec. 12. Applicant said it felt it advisable to discontinue FM operation.

KSMB (FM) Santa Maria, Calif.—John H. Poole. License, Dec. 15. Economic.

WILM-FM Wilmington, Del.—Delaware Bcstg. Co., CP, Dec. 16. No reason.

KOPY(FM) Houston, Tex. — Texas Star Bcstg. Co., CG (on air), Dec. 15. No reason.

WLOW-FM Norfolk, Va.—Commonwealth Bcstg. Corp., CP, Dec. 15. No reason.

WJNO-FM West Palm Beach, Fla.—WJNO Inc., CP, Dec. 15. Hurricanes, storms cited along with economic conditions and lack of interest in FM.

WLOH-FM Princeton, W. Va.—Mountain Bcstg. Service Inc., CP, Dec. 15. Business is at standstill, applicant said.

New Applications . . .

AM APPLICATIONS

West Bend, Wis.—West Bend Bcstg. Co., 1470 kc, 500 w daytime; estimated cost $17,638. Principals: Paul J. Mueller, 2% owner WMIL Milwaukee and ex-chief engineer of that station, president 14%; Paul Ripple, WMIL engineer, secretary 12%; Carl H. Rohde, lab technician for AC Spark Plug Division, General Motors Corp., treasurer 12%; Wendell S. Ciganek, owner Central Radio Parts, Milwaukee, vice president 12%; August C. Berkholtz, theatre and hotel properties owner at West Bend and Two Rivers, Wis. Filed Dec. 21.

Hartford, Wis.—The Kettle-Moraine Bcstg. Co., 1550 kc, 500 w daytime. Co-partners: Leo M. Durnill, Sherman C. Carr and Walter Zastrow. Filed Dec. 21.

Saratoga Springs, N. Y.—Saratoga Bcstg. Co., 900 kc, 250 w daytime; estimated cost $12,450. Co-partnership composed of John Nazak and Joanne May Levko formerly held permit for WONO there, now deleted through forfeiture. Filed Dec. 21.

Montevideo, Minn.—Midwest Bcstg. Corp., 1240 kc, 250 w fulltime; estimated cost $19,985. Principals: Edmond R. Donahue, retail jeweler, president 6.66%; Herbert E. Nelson, manager and part owner KBMU Breckenridge, Minn., director 25.33%; Don H. Bower, part owner KBMU, director 25%; Tom E. Davis, part owner KBMU, director 25.33%. Filed Dec. 21.

Laconia, N. H.—Warren H. Brewster, 1490 kc, 250 w fulltime; estimated cost $19,100. Applicant is 29% owner and manager of WLNH there. Filed Dec. 20.

Jackson, Ala.—The Jackson Bcstg. Co., 1290 kc, 1 kw daytime; estimated cost $19,750. Partnership: W. P. Thielens, 25%, and W. M. Jordan and T. H. Gaillard Jr., each 37.5% owner, all have equal interests in WXAL Demopolis, Ala. Filed Dec. 20.

New York—WFDR Bcstg. Corp., 1010 kc, 50 kw day, 10 kw night, directional day and night (request facilities of WINS there). Applicant is owner WFDR(FM) New York [BROADCASTING, Dec. 19]. Filed Dec. 20.

New Applications . . .

TRANSFER REQUESTS

WBKB (TV) and WBIK (FM) Chicago—Involuntary transfer of control of Balaban & Katz Corp., licensee, from Paramount Pictures Inc. to United Paramount Theatres Inc. through transfer of 99% of stock. See story this issue. Filed Dec. 28.

WSMB-AM-FM New Orleans—Involuntary transfer of control of WSMB Inc., licensee, to United Paramount Theatres Inc. Two transfers involved. See story this issue. Filed Dec. 28.

WWDC-AM-FM Washington—Assignment of license from Capital Bcstg. Co. for $125,000 to Peoples Bcstg. Corp., licensee WRFD Worthington, Ohio, and subsidiary of Farm Bureau Mutual Automobile Insurance Co. Capital Bcstg. has acquired WOL-AM-FM Washington from Cowles interests for $300,000 with FCC approval conditioned upon selling WWDC, assigned 250 w fulltime on 1450 kc. Filed Dec. 23.

WWYO Pineville, W. Va.—Assignment of license from Clarence W. Meadows, William D. Stone and William T. Lively d/b as Wyoming Bcstg. Co. to Wyoming Bcstg. Corp. in which each of three original partners is officer and 18.38% owner. Newcomers include: R. D. Bailey, attorney, president 4.85%; Jack Shipman, owner-publisher Pineville Independent Herald, executive vice president-treasurer 2.89%; C. S. Worrell, attorney, director 4.62%. Garland F. Wilkinson, associated with three original WWYO partners in ownership of WCAW Charleston, director; and Addie May Wilkenson, 4.04% WWYO assigned 1 kw day on 970 kc. Filed Dec. 23.

KROX Crookston, Minn.—Relinquishment of control of licensee, Crookston Bcstg. Co., by D. A. McKenzie, whose 50.14% holding is reduced to 38.89% through issuance of new stock to stockholders to increase total outstanding stock from 1,673 shares to 4,500 shares. Original plan was that all would participate in station on same basis. KROX assigned 1 kw day on 1050 kc. Filed Dec. 28.

WCOL-AM-FM Columbus, Ohio—Assignment of licenses from Lloyd A. Pixley (45%), Martha P. Pixley (15%) and Grace M. Pixley (40%) d/b as The Pixleys to Pixleys Inc., new firm of same ownership. WCOL assigned 250 w on 1230 kc. Filed Dec. 22.

WEGO Concord, N. C.—Assignment of license from the The Concord Tribune Inc. to Cabarrus Bcstg. Co., new firm owned in equal proportion by stockholders of Concord Tribune. WEGO assigned 1 kw day on 1410 kc. Filed Dec. 22.

KPAB Laredo, Tex.—Acquisition of control of Laredo Bcstg. Co., licensee, by Allen B. Tish through transfer of 88% interest from Mark Perkins, 98% owner, who is unable to continue operation of station because of its indebtedness, FCC was told. Mr. Tish, vice president and part owner of Laredo Times, has loaned KPAB $1,500 to meet payroll and has paid $15,000 on stock liens. KPAB assigned 250 w fulltime on 1490 kc. Filed Dec. 16.

WDLF DeLand, Fla.—Assignment of license from Lyle Van Valkenburg tr/as DeLand Bcstg. Co. for $50,000 to John B. Stetson U. WDLF assigned 250 w fulltime on 1490 kc. Filed Dec. 20.

WKOY Bluefield, W. Va.—Assignment of license from J. Lindsey Alley, Odes E. Robinson, and E. Bernard Jarrett d/b as Radio Bluefield Co. to WKOY Inc., new firm of same people. No change in interests. WKOY assigned 250 w fulltime on 1240 kc. Filed Dec. 20.

KTSA-FM San Antonio, Tex.—Assignment of license from Express Pub. Co. to Sunshine Bcstg. Co., wholly-owned subsidiary. Filed Dec. 16.

WFEC Miami, Fla.—Assignment of license from Florida East Coast Bcstg. Co. for $50,000 to Howard D. Steere, owner of his own advertising agency in Detroit. Florida East Coast is headed by Dorothy Bartell. WFEC assigned 250 w daytime on 1220 kc. Filed Dec. 19.

NBC Today

(Continued from page 21)

dent and chief engineer, in the New York-Washington and Cleveland-Detroit fringes. The tremendous development of kinescope recordings, from both a technical and program point of view, was exposed to newsmen during the year; and the first use of the split-screen technique for an entire program was made on *Lights Out* Aug. 2. Rear screen projection techniques were introduced to widen the scope of dramatic presentations.

NBC National Spot Sales reported two significant developments during the year: an increase in spot radio time sales over 1948's record-breaking total, and the emergence of spot television as a major advertising medium.

National spot radio sales on NBC-owned-and-operated stations reached their highest total in radio history with an over-all increase of more than 20% over the previous high year, 1948. New products like antihistamine cold tablets and concentrated orange juice were heavily promoted by spot radio advertising.

More than 5 million people throughout the U. S. viewed the network's documentary film, *Behind Your Radio Dial*, which traced the history of radio and the background of NBC's claim to the title, "America's No. 1 Network."

ADMIRING watch awarded by Lever Bros. Co. in its Lux 15-Year-Old Girl Contest promoted last fall on CBS programs is Ellen Galvin, winner in Boston finals, accompanied by Michael J. Roche (l), Lever Bros. general advertising manager, and Harold E. Fellows, general manager of WEEI, Boston CBS outlet. WEEI has added prizes of its own: Trip to Hollywood, under joint sponsorship by Teen Age Shop of Filene's of Boston, via TWA Constellation. Miss Galvin, member of Filene's high school fashion board, was to select California high school fashions for Boston.

ABC Top Command

(Continued from page 19)

ner was a noted newspaper reporter and columnist.

A graduate of Swarthmore College, he joined the New York *Herald Tribune*, first as a financial reporter and later as a Washington correspondent.

Subsequently he teamed with Joseph Alsop to write a widely syndicated Washington column, and with Mr. Alsop co-authored several books.

In announcing the election of Mr. Woods to the vice chairmanship, Mr. Noble said:

"In his new office Mr. Woods will be enabled to render greater service to our network and to our affiliated stations by being relieved of the burden of administrative duties and given wider scope to function in the fields of sales, talent and programming.

"The rapid development of television and the continued growth and expansion of radio broadcasting make it imperative that he have more time to devote to the broader problems of radio and television sales and programming."

Mr. Woods, who announced Mr. Kintner's elevation, said: "Mr. Kintner has established himself as an outstanding executive officer in the radio and television field. He has brought to our network a new, young and vigorous trend of thought and operation which has made ABC an outstanding factor in radio and television. I am confident that under his administration the network will continue the sustained progress which has marked it since its organization."

'50 BASEBALL

LBS Plans Live Pick-Ups

MAJOR league baseball broadcasts will be carried for the third successive season in 1950 by the Liberty Broadcasting System which covers 28-states from coast-to-coast, President Gordon B. McLendon announced last week.

Departure for Liberty in the coming season will be live broadcast of a number of the games. In previous seasons every game was re-created from wire reports. Mr. McLendon will be principal commentator for the network as he has been in the past.

While Liberty, with headquarters in Dallas, is a year-round regional network serving 45 stations in Texas, Oklahoma, Colorado, Arkansas, Louisiana, Mississippi and Alabama, more than 100 stations in 21 states already have signed option agreements for the baseball broadcasts, Mr. McLendon said.

Edmund F. Kahn

FUNERAL services were conducted Tuesday for Edmund Franklin Kahn, 38, production manager of WGN Chicago, who died Dec. 24 in his Wheaton, Ill., home after an illness of several months. Survivors include his wife, Alice, and three children, Dennis, 9, Judy, 6, and Sandra, a month old.

At Deadline...

FINALISTS ARE NAMED FOR 'VOICE' CONTEST

TWELVE finalists for third annual Voice of Democracy radio essay contest announced Friday by joint sponsors—NAB, Radio Mfrs. Assn., U. S. Junior Chamber of Commerce. Finalists selected by committee representing sponsors and U. S. Office of Education. Board of nine nationally known persons to select four national winners after hearing transcriptions of essays. Prizes to be awarded at Feb. 22 luncheon in Washington.

Finalists are: Gayle Ann Wilson, 16, Alhambra, Calif.; Anne Pinkney, 17, Trinidad, Colo.; Gloria Chomiak, 17, Wilmington, Del.; Robert Shanks, 17, Lebanon, Ind.; Edward Bradford Burns, 17, Muscatine, Ia.; Richard D. Dailey, 15, Cumberland, Md.; Lorna Wilson, 17, North Platte, Neb.; Miriam Berman, 17, Rochester, N. Y.; James Phillip Struthers, 17, Elyria, Ohio; Richard L. Chapman, 17, Brookings, S. D.; Fay Bussell, 17, Memphis; Arthur Maud, 16, Salt Lake City.

Judges of finals will be Mrs. Raymond Clapper, author and broadcaster; Morgan Beatty, NBC; Wayne Coy, FCC chairman; Douglass Southall Freeman, author; Edward R. Murrow, CBS; Tom Clark, Associate Justice, U. S. Supreme Court; Andrew Holt, president, National Education Assn.; J. Edgar Hoover, director, FBI; James Stewart, actor. Four winners will receive $500 scholarships.

Finalists chosen in competition with million students who participated in school, community, state and regional eliminations in 1,800 communities in 48 states, District of Columbia, Alaska and Puerto Rico, according to Robert K. Richards, NAB public affairs director and chairman of Voice of Democracy Committee. Contest started during National Radio & Television Week. Local Junior Chamber of Commerce chapters cooperated in arranging community contests, with radio dealers giving local prizes.

PILOT INSURANCE DRIVE

PILOT LIFE INSURANCE Co., Greensboro, N. C., has retained Walter J. Klein Co., Charlotte, as agency and plans an increased advertising appropriation this year. Company will open 1950 campaign with $14,000 TV sponsorship of *Crusade in Europe* war films on WBTV (TV) Charlotte and WFMY-TV Greensboro, N. C. Pilot spent over $100,000 in advertising last year. O. F. Stafford is president and C. R. Andrews is advertising manager. Account executives serving the company will be Walter J. Klein, agency president, and Dan F. Rice.

DuMONT NETWORK SALES UP

DuMONT Television Network announced Friday its total gross billings for network as well as local sales on its owned and operated stations in 1949 would exceed $2,500,000. Gross billings on DuMont Network excluding local business estimated at $900,000 [TELECASTING, Dec. 26].

DEADLINE EXTENDED

DEADLINE for Generoso Pope to disclose purchaser of his WHOM New York extended for one to two weeks. Under his $512,500 contract to buy WINS New York from Crosley Broadcasting Corp., he was to name WHOM buyer by last Friday.

WERI WESTERLY SOLD TO SPRINGFIELD GROUP

SALE of WERI Westerly, R. I. (1230 kc, 250 w, fulltime) to two Springfield, Mass. businessmen and associates for $71,000 announced Friday, subject to FCC approval.

Buyer is Radio Westerly Inc., new firm owned by Richard G. Moore, Springfield building contractor; Lee S. Greenwood, business associate of Mr. Moore; Warren M. Greenwood, program director of WHAV Haverhill, Mass., and Albion W. Warren Jr., in public relations in Berlin, N. H. Seller is W. Paul Oury, former Navy commander, who plans to move to Southwest.

Warren Greenwood, who will manage WERI, formerly managed WMOU Berlin, N. H. He is son of Stockholder Lee Greenwood and son-in-law of Mr. Moore. Mr. Warren will be assistant manager. Transaction was handled by Blackburn-Hamilton Co., media brokers. Application for FCC approval being prepared by Dempsey & Koplovitz, Washington attorneys.

FCC-BAR GROUPS TO MEET

FCC CHAIRMAN Wayne Coy Friday advised Federal Communications Bar Assn. President Guilford Jameson that Commission was interested in meeting with FCBA group to review ambiguities in Sec. 1.342 of FCC's rules requiring licensees to file data on management and other contracts and bulk time sales (see early story page 28). Another Commission source also indicated review of rule's provisions already underway. President Jameson named Leonard H. Marks, head of FCBA Committee on Practice and Procedure, which recommended review, to chairman committee of three to meet possibly this week with FCC staff. Others named were Ralph L. Walker and Percy H. Russell Jr., Washington radio attorneys.

KWIK PROTESTS DELETION

KWIK Burbank, Calif., petitioned FCC Friday for hearing on Commission order revoking license [BROADCASTING, Dec. 19]. This automatically stays revocation order, which was issued on grounds of alleged misrepresentation prior to time station went into bankruptcy. Station (1490 kc, 250 w) now being operated by trustee in bankruptcy. International Ladies Garment Workers Union (owner of FM stations WFDR New York, WVUN Chattanooga, and KFMV Los Angeles) has pending offer to buy KWIK for $40,000.

IBEW-CBS DEADLOCK

THIRTY-DAY strike notice which expires Jan. 15 has been filed by IBEW Local 45 with Federal Mediation Service in its deadlocked negotiations with CBS-TV Hollywood for nine stage setup men. Union asking $52.50 for 40-hour week, network offering $42. If strike is put into effect approximately 100 IBEW members at CBS-TV would join walkout.

ZEH LEAVES AGENCY

ROBERT E. ZEH has announced his resignation as vice president, account executive and copy director of Henri, Hurst & McDonald, Chicago.

Closed Circuit

(Continued from page 4)

spectively, of WSM Nashville, who collaborated on pop song *Chattanooga Shoe Shine Boy*, may have a hit. Red Foley's Decca record of number getting rave notices from record reviewers.

BELL & Co., Orangeburg, New York (Bel-Ans), through its agency Redfield-Johnstone, New York, preparing one-minute radio spots to start in January on seven stations. Company heavy newspaper advertiser but agency advising radio and seven-station spot test.

GENERAL FOODS Corp., New York (Devil's Food Mix), through Young & Rubicam, New York, starting three-week test spot campaign in Boston only in mid-January.

ALEXANDER SMITH & SONS, New York (Floor Plan rugs), through agency, Anderson, Davis & Platte, New York, preparing $80,000 one-minute film spot campaign in 16 TV markets starting Feb. 20. Contracts are for 12 weeks.

HELBROS WATCH Co., New York, negotiating directly with XELO Juarez, Mexico, for intensive spot announcement campaign in 1950. Company currently underwriting *Richard Diamond* on NBC.

TV IMPACT MAY EXCEED ATOM BOMB, SAYS CARTER

TELEVISION'S impact on society may be greater than that of atomic bomb, E. Finley Carter, vice president in charge of engineering for Sylvania Electric Products Inc., New York, told American Assn. for Advancement of Science, meeting in New York.

Mr. Carter shared speaker's honors with Sterling W. Fisher, NBC manager of public affairs and education, and Ricardo Muniz, general manager, Receiver Division, Allen B. DuMont Labs.

Mr. Muniz, speaking of video's impact on employment and education, said industry will employ about ten times as many people as radio ever did, besides wide variety of employment which it stimulates.

Defending television against its alleged death-blow to such things as reading and conversation, Mr. Fisher pointed out that while conversation declines at time of viewing, video provides mental stimulus and topics for discussion when sets are turned off. Such sharing of common experiences is good for family cohesion, he said.

GREENE LEAVES NBC

F. MELVILLE GREENE, for 20 years manager of NBC's sales traffic division, retired effective Jan. 1 to operate tourist court near St. Augustine, Fla. In his service with NBC, Mr. Greene is estimated to have ordered more than a quarter-million station time segments for NBC sponsors.

WHITE TO LEO BURNETT

WILLIS WHITE has joined Leo Burnett Agency, Chicago, as account executive after working as associate advertising manager of General Foods Corp., Gaines Dog Food Division, in Kankakee, Ill.

JOINS TRANSIT RADIO

FLINT TRANSCAST Co., using WAJL Flint facilities, joins Transit Radio Inc. Transcast, headed by Myron Winegarden, broadcasts to vehicles of Flint Trolley Coach Co.

XUM

That's impact

Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached FOUR-FIFTHS—80.7% — of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.* **That's coverage!**

Of **all** listening among **all** radio homes between 6 a.m. and midnight during an average week, WLW received six times MORE listening than the average of the nine major competitors.* **That's penetration!**

Of the 258 stations heard in WLW-land, The Nation's Station received ONE-SIXTH—16.6%—of **all** listening to **all** stations.* **That's dominance!**

And when you put coverage, penetration and dominance together... THAT'S IMPACT!

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielson Radio Index, February-March, 1949

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